



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVIII. NEW YORK, SEPTEMBER 28, 1904.

No. 13.

Look At The Map

and See
How
Indiana Is
Covered
by the
Great
Hoosier
Dailies—
Indianapolis
Star,
Muncie
Star,
Terre Haute
Star.



BUTTERICK MOTTO

Don't waste
your time
chasing a
wild goose,
expecting to
find an os-
trich feather

Don't waste
your time and
money using
small and cheap
circulations, ex-
pecting to get
large and profit-
able results from
your advertising, when you can get profitable results
quickly by using large and influential circulations.



Successful advertisers recommend the continuous use of large space in the advertising columns of THE BUTTERICK TRIO, composed of THE DELINEATOR, THE DESIGNER and the NEW IDEA WOMAN'S MAGAZINE. We have records of advertising successes that would convince you that they are right. If your goods are right, we will lend you our Trade-Aid Department to help you to add your business to the list of successes of

The Butterick Trio

(THE DELINEATOR—THE DESIGNER—NEW IDEA WOMAN'S MAGAZINE)

The December Trio forms close October 10 and will go to over 1,500,000 buyers on November 12, and costs only \$6.65 a line to reach over 7,500,000 readers. No advertising that is as good costs as little. For further information, address

THOMAS BALMER, Advertising Manager

Butterick Building, New York

W. H. BLACK, Western Adv. Manager, 200 Monroe St., Chicago, Ill.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

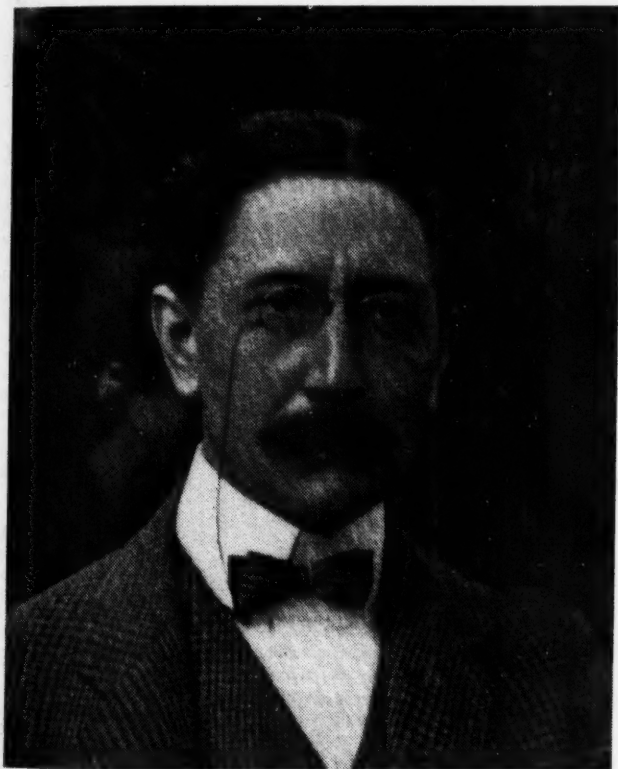
VOL. XLVIII. NEW YORK, SEPTEMBER 28, 1904.

No. 13.

DERRICK AND STARKE CONSOLIDATE.

M. Lee Starke, the New York special agent, has just acquired a

one of the most effective in the United States, but will place it among the few advertising agencies in the world operating internationally. Immediately after the con-



MR. PAUL E. DERRICK.

large interest in the Paul E. Derrick Advertising Agency, and the latter is now being remodeled on lines that will not only make it

solidation Mr. Derrick sailed for London, where he will reside permanently, supervising all the business in Great Britain and on the

Continent. On October 15 Mr. Starke severs his connection as special New York and Chicago representative of the Washington *Star*, Minneapolis *Journal*, Montreal *Star*, Baltimore *News* and Indianapolis *News*, and will take entire charge of the Derrick agency's business in the United States and Canada. Mr. Derrick is president of the agency under the new arrangement, while Mr. Starke acts as secretary-treasurer. No stock is held by other parties. The concern will continue to be known as the Paul E. Derrick Advertising Agency. The London office has been moved to 37 Norfolk street, Strand, W. C.

Paul E. Derrick bears an enviable name in the advertising and publishing world for business integrity and creative methods. Long a student of advertising from the manufacturer's standpoint, he has laid the foundations for some of the most important campaigns in the world. Fertile of ideas, he originated the Gold Dust twins, the Pettijohn bears, the old Quaker of Quaker Oats and other well-known advertising symbols, and his office has handled for many years the appropriations of the American Cereal Company, N. K. Fairbanks Company abroad, and other international advertisers. Ten years ago Mr. Derrick went to London to lay out a campaign for Quaker Oats, with the result that a permanent English office was established. The Derrick agency also has foreign offices and connections in Paris, Vienna, Sydney, Buenos Ayres, the City of Mexico and Cape Town.

Mr. Starke has for twelve years been one of the most active of the special agents. In latter years, it is said, his annual salary has been between \$25,000 and \$30,000. His list of papers has always been unique in that it was made to conform to certain principles in which he believes—cleanliness in advertising, an absolutely unvarying rate and known circulation. He has also confined his operations to afternoon papers, which, as a special representative, he believed to be the most productive for the

greatest number of advertisers. To the consolidation he brings an aggressiveness in business-getting that is unique.

"I have many warm friends in the advertising world and also many warm enemies," Mr. Starke said last week to a PRINTERS' INK reporter. "I want to say that under the new arrangement each will get exactly the same treatment. No matter who it may be, so long as he owns or represents a publication in which one of our clients can profitably advertise, no favors will be shown or former bad feeling be permitted to enter into what is simply a business relation. In Great Britain and Continental Europe Mr. Derrick will manage the accounts of Armour & Company, the Shaw-Walker Co., American Cereal Company, Liquid-ozone, Remington Typewriters, W. B. Corsets, Regal Shoe, N. K. Fairbanks Company, Pettijohn's and Appetizo, with other business. His long experience in the English field has given him an intimate knowledge of rates and conditions. This field is very complicated, and the importance we attach to it is shown by our sending the head of the agency to locate there permanently. Besides an unequaled equipment for placing newspaper advertising abroad, we have in every large town in Great Britain a uniformed crew of distributors for house-to-house advertising, and a force of sales agents who work the retail trade and watch local conditions.

"In this country the Derrick agency will be a broad exponent of every legitimate advertising medium. I say this in view of my own well-known and pronounced opinions on the afternoon paper question, Newspapers, magazines, billboards, bulletin boards, novelties and literature will be employed in conjunction to produce the best results for each client. Novelties in particular will be employed extensively, for we believe in them. It will be a departmental agency—that is, each great medium will be handled by a recognized specialist. One very valuable department contemplated will pre-

pare, illustrate and suggest advertising for trade journals, giving especial attention to newspaper publishers' advertising in such mediums as PRINTERS' INK. We shall also make the new departure of using a page regularly in PRINTERS' INK to advertise the Derrick agency. I have made profitable use of such a page in my work as a special representative,

a strict ten per cent basis, and we shall refuse to compete on rates. We are not space brokers, but producers. We shall never finance an advertiser by carrying his account on credit. On the first of each month each advertiser will receive his bill, and it must be paid by the fifteenth. The same policy will apply to our own liabilities, each publisher's bill being paid



MR. M. LEE STARKE.

and it is a matter of some surprise to me that no advertising agency has heretofore seen the importance of such advertising.

"The Derrick agency will make it a rule never to go after an account handled by another advertising agency, but will be entirely creative in getting new business. Every account will be handled on

promptly. In my twelve years' experience in New York and Chicago I have learned the business methods and standing of every agency, special agency and large advertiser. During that period there have been only two advertising agencies to which I have never had to present a bill twice. These were George P. Rowell &

Co. and the Paul E. Derrick MORE OPINIONS WANTED. agency.

"Our American accounts include American Cereal Company, the Oneida Community silverware, Trimble Whiskey, and others. Every order in London will be looked after personally by Mr. Derrick, and every one in this country by myself. The agency will never have a branch office in the United States. We believe thoroughly in personal service, and only a completely organized central office is competent to give it. Only one line of advertising of a kind will be handled, as we are convinced that competing lines cannot be managed harmoniously or effectively by the same agency. I might add, also, that in studying each city in this country for the best newspapers I shall be guided first by the Roll of Honor in PRINTERS' INK, and next by the American Newspaper Directory. The principles for which Mr. Rowell has stood these thirty-five years I have believed in firmly enough to embody in my own business. The requirements of the Roll of Honor and American Newspaper Directory are so few, simple and fair, that when a publisher refuses to comply with them he must have something to hide."

THE ROAD TO LIMBO.

If a man finds that an article which is advertised to do certain things is not up to the standard of its requirements, he probably will not return it with a complaint but most likely will tell his friends of the defection. They in turn tell their friends, these pass along the words and in a short time this commodity attains a bad reputation over a large section of country. In this way a dishonest advertiser has defeated his own plans for gain and, if he keeps up the practice of putting upon the market goods below the advertised standard, he ultimately has to get out of business. For, though it requires hard work and lots of it to have an article, of whatever merit, well received by the public, establish a reputation for it and make the manufacture of it pay, it is next door to an impossibility for an article to regain the prestige it may have lost through the dishonest, advertising methods of its manufacturer.—No. 52,430, in *Star of Hope, Sing Sing Prison*.

"PIANO WISDOM" is a tasteful booklet, plentifully impregnated with testimonials, from the Hobart M. Cable Company, Chicago.

A correspondent sends the following question:

"What would be the total cost of a 14-line advertisement placed in all of the reputable dailies of the United States?"

The Little Schoolmaster in order to get a competent estimate turned the query over to Mr. W. F. Hamblin of the Geo. P. Rowell Advertising Agency. Mr. Hamblin says:

According to the American Newspaper Directory of 1904 there are 2,289 daily newspapers published in the United States. It is quite likely that all of them would fiercely defend their claim to being reputable, at least it would not be safe for an advertising agent to leave one of them out in answer to the above question.

The advertising agency conducted by Geo. P. Rowell & Co. has been in touch with these papers since 1865, that means the majority of all the daily newspapers in the United States were founded since this agency began business and in many cases the advertising rates were fixed upon by advice of this firm.

The records of the Rowell Agency show that only 5 dailies have a rate in excess of \$5 for 14 lines 1 time.

12 between \$4 and \$5.
4 between \$3 and \$4.
38 between \$2 and \$3.
157 between \$1 and \$2.
And 2,073 less than \$1.

1,600 have a rate between 75c. and \$1, and a very small number have rates ranging from 5c. to 25c.

The actual figures upon which it would appear safe for an agency to accept an order for 14 lines of space one time in every reputable daily paper in the United States might be fixed at \$1,500 in round figures. This is approximately 66 $\frac{2}{3}$ ¢ per inch as an average for each paper.

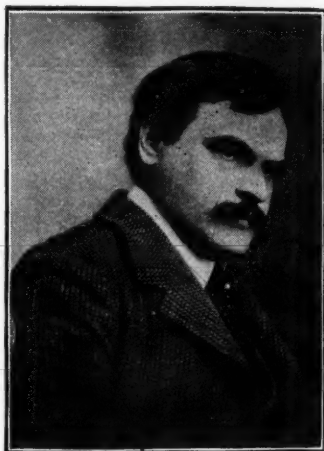
GINSENG IS A PROFITABLE ADVERTISING CROP.

Occasionally we receive invitingly worded circulars, setting forth the easy manner in which fortunes are to be made by raising ginseng. Last year we got this ginseng root a good deal imbedded in our intellect, and were casually looking about for a few waste feet of ground to insert some roots into, when our friend Z. Pope Vose confided to us the fact that at Brunswick he had started a ginseng orchard of his own and was waiting for nature to take her course. Mr. Vose was the first gentleman we had really known to engage in the evolution of ginseng for the benefit of the Chinese people, and knowing him to be a safe man, conservative and persistent, we concluded to forego any experiments on our own account and to observe how the ginseng farm at Brunswick came forward. If we find at the end of a few years that Brother Vose is reveling in a ginseng income of some thousands of dollars, it will still be in season for us to begin, for we have the advantage in point of age.—*Courier-Gazette, Rockland, Maine*.

Little Lessons in Publicity.—Lesson 54.

Editor Zingg says:

Editor
and
Publisher
of
PRINTERS'
INK



Well
Known
Authority
on
Advertising
Value

"Mr. M. Lee Starke represents the following newspapers:

WASHINGTON STAR
BALTIMORE NEWS
INDIANAPOLIS NEWS
MONTREAL STAR and
MINNEAPOLIS JOURNAL

"They are all evening papers, they all believe in the principle of stating their exact net paid circulation, and they are all members of the 'Roll of Honor,' a list in which no amount of money could purchase a place for a paper which did not have the necessary qualifications.

"All five papers are high-grade propositions for an advertiser; in fact, no prudent advertiser can afford to overlook that group of evening papers, which, in my opinion, is one of the most formidable combinations in which any advertiser may safely and wisely invest. This chain of publications is so strong in every single link—in quality and quantity—that it would be difficult to name five other papers that could be suggested to take their place."

A. E. CHAMBERLAIN,
Mgr. Eastern Dept.,
Tribune Building,
New York.

M. LEE STARKE,
Mgr. General Advertising,
NEW YORK CITY.

W. V. PERRY,
Mgr. Western Dept.,
Tribune Building,
Chicago.

A REAL ESTATE BROKER'S ADVERTISING.

The real estate broker operates in large cities. He owns no real estate himself, but acts as an agent in buying, selling, renting and managing the property of others on commission. His operations are confined chiefly to improved real estate, as stores, hotels, office buildings, apartment houses, flats, high-grade residences, etc., and most of his dealings center on property of considerable value. His advertising proposition is quite different from that of the real estate dealer who is promoting a subdivision or selling homes on the installment plan, for he must reach a class of clients accustomed to regular investments in real property, or those who buy for speculative purposes. This class is worked upon ceaselessly by many forms of advertising and personal solicitation. It is a wary class, up to all the dodges in real estate, and responding not at all to the element of sentiment that often produces good results in selling homes to wage-earners. But it is a class well worth going after in the proper manner.

Ernest Tribelhorn, a young real estate broker with ten years' experience in the New York field, has done some conspicuously good advertising to reach those who own, sell and buy property of the kind described. Some months ago he issued an individual booklet entitled "Practical Points on Real Estate" which dealt with appraisal of real estate, its earning power, the management of hotels and apartment houses, purchase and sale, real estate advertising and kindred topics. A review of this booklet in *PRINTERS' INK* brought him requests for more than 1,000 copies from real estate men out of town. Mr. Tribelhorn responded good naturedly, mailing copies and answering many inquiries.

"I could have cleared a tidy sum had I charged for my booklet," he said recently at his downtown office, 42 Broadway. "Real estate men have a remarkably keen in-

terest in everything that pertains to advertising, and are eager for new methods. This is not strange, though, when you consider the huge sums they spend with newspapers every year in advertising that, while not so conspicuous as some done in other lines of business, is more persistent and costly.

"The field of real estate broking looks tempting from the outside—so much so that hundreds of men with no capital or experience go into it every year here in New York after failing in some other occupation. The name of the real estate broker in New York is legion, but the really capable brokers are not so many. To take commissions for selling or managing other people's property looks easy. But it isn't. Long experience of values and of the investing class is necessary, as well as tact and acquaintance with human nature. Management looks even easier than selling, but is the least attractive of the two. Even when a broker has skill in filling buildings with tenants and keeping them satisfied he will make little money unless he has a large list of property under his care. My operations are now confined chiefly to selling.

"Advertising for me comes down to effort to find the buyer. Sellers find me. When a broker has some reputation in his line he can list plenty of property, for owners of flats, apartments, hotels, residences and business property look over the various brokers' records carefully, and list with several agents. There is one good way to find the buyer—advertise for him. One medium is newspaper advertising. When a certain piece of property is attractive in location and price it will stand a considerable outlay for publicity by the broker. In New York the leading medium for real estate advertising is the *Herald*. It carries the largest volume of this publicity, and holds its place at the head despite many efforts on the part of other papers to take away this business. Broadly speaking, however, all New York papers are good. The *Journal* and *World* are excellent for cheap and

medium-priced property, and there is always a chance of attracting a big buyer. The *Evening Post* and *Sun* are productive of results in advertising high-class properties. Sunday papers lead because the productive—the *Post*, *Mail*, *Sun*, *Telegram* and so forth.

"It is difficult to trace direct returns from this advertising. I have found that there is an element of luck to be reckoned with. For



ERNEST TRIBELHORN.

volume of real estate publicity is large on that day, and people have time to read. But week-day advertising also pays. The Saturday evening papers particularly are three months I advertised four houses in 117th street without getting a reply, and was tempted to discontinue the ads, as the cost had been great. But it finally came to

an extension of the campaign through a fourth month, when I got an inquiry from an out-of-town buyer who paid more for the property than we had hoped to realize. It doesn't do to be afraid of the cost of advertising. Keep at it. One reply in this kind of publicity may mean a sale amounting to thousands of dollars.

"The best copy to interest buyers of high-grade properties is that confined to information. It stands to reason that readers can only skim the vast mass of real estate advertising in New York papers. The most important item of information is the price and it makes the best catch-line. An investor is a good deal like the man who goes into a clothing store for a new suit. He knows what he wants to pay, and transactions begin with the price. When a piece of property can be offered at a low figure it attracts at once. In New York the selling price of an apartment house is the amount of yearly rental it brings, multiplied by ten. Thus a building with \$10,000 a year rentals would be priced by adding a cipher, making \$100,000. Such a building advertised at \$85,000 is tempting. No amount of individuality in this publicity will take the place of bald information.

"The best class of real estate buyers seldom read advertising, as a rule. Newspapers reach the occasional investor, but the man who buys regularly soon gets into brokers' lists and is offered property through personal solicitation. Advertising to reach this class takes various forms. The first step is getting names of such buyers. These are secured by watching the list of real estate transfers in daily papers. Their names are always given. When the name of a buyer appears several times it is an indication that he invests or speculates regularly. One of my office boys keeps track of the transfers and looks up the regular buyers in the city directory. Personal letters are sent them, usually offering some definite property. I am not very sanguine of the success of letters, however. Buyers receive

many of them from brokers, and usually throw them into the wastebasket after a glance. The telephone is a better way to reach this class, or a personal visit. From the beginning, by these latter mediums, the broker knows what class of property interests each investor, whereas letters would leave him in the dark. I go to buyers and ask them what they have to sell at the beginning of an interview, for many of them buy to sell at a profit. This leads to good feeling, and eventually we talk about what I have to sell. Much depends on one's tact. So many brokers are tactless, trying to sell by the uncongenial method of hanging on and urging. A short, pithy statement gives as much information and is not boresome. Whenever I get access to a large buyer I make out a card for him and enter on it his hobbies, office hours, residence, what he likes to talk about, what he buys, and so forth, so that I can approach him in an intimate way.

"Another class of people to be kept track of are the attorneys. Their names are taken from the newspaper lists of mortgage foreclosures on property. Find an attorney who is involved in real estate transactions and you usually find one who has large buyers among his clients, for the habitual real estate speculator and investor consults his attorney at every turn. Then, many attorneys are speculators themselves.

"My booklet, 'Practical Points on Real Estate,' was the first thing of the sort I ever sent out. It was mailed to 5,000 owners of residence and business property, their names being taken from the tax lists. The principal defect in most brokers' advertising is failure to tell what the broker has to offer. My booklet was an effort to set before the public in a simple way the service that I have to offer property owners, and told how and why my experience with many sorts of property made it possible for me to put sick buildings on a paying basis. It brought many replies, both from old clients who had forgotten me and others who had

never heard of me. I make a practice of sending literature and letters to a man's home address when I can—never to his office. If a letter or booklet goes into his library on Saturday there is a chance that he may read it Sunday, but the press of mail at his business office makes the chance for a hearing rather slim. A booklet like mine must be followed up strenuously. It goes no further than making an impression.

"Real estate is something like millinery. It follows styles and fads. This is especially true of New York realty. Two years ago a boom was on in private residences in the central portion of Manhattan, dozens of men who had been fortunate in Wall street hunting houses inside a certain district. Price went way up in a few months. Lots of property changed hands and values were increased. The only losers were those owning property who refused to sell during the boom, waiting for prices to go still higher. Attention was soon attracted elsewhere, and prices went down. These fads and fashions in real estate are peculiar, cropping out in unexpected places and often hanging on slight reasons. While they last, however, it pays the broker to follow them, advertising liberally. Several years ago I was spending between \$8,000 and \$10,000 a year in newspaper publicity, but this has been reduced as my clientele has grown.

"For many years I have been a reader of **PRINTERS' INK**, either subscribing or buying it from newsstands. The Little Schoolmaster has taught me innumerable things about advertising. I make a practice of filing away in scrapbooks all matter from advertising journals or general sources that have advertising suggestions. By far the greater portion of these scrapbooks are filled with extracts from **PRINTERS' INK**."

Following are some extracts from Mr. Tribelhorn's copyrighted booklet, reprinted by permission:

ADVERTISING REAL ESTATE.

The more people that know about your property, flats, apartments, etc., the

better the opportunity of renting or selling them as the case may be.

The quickest way to make your wants known, is to advertise them. If you have real estate for rent, for sale or for exchange you multiply your chances of finding clients by advertising. Then there is another point, if you can get more than one party interested in your property you can usually make much better terms. There are different forms of advertising real estate.

If you have any vacant properties or any properties for sale or exchange and do not advertise them, the chances are that they will remain vacant longer than if you did. There are any number of people in town and out of town who are on the lookout for properties and rather than walk the streets or avenues to look for signs they take up the papers.

Of course indiscriminate advertising is expensive, but judicious advertising is unquestionably in the long run, a money saver.

The experienced real estate advertiser knows just how to condense his advertising in such a way, that its attractive features are if anything, more strongly accentuated, and the cost thereof, correspondingly reduced.

These remarks of course, apply not only to vacant properties, but to properties for sale, exchange, etc.

SALE OF REAL ESTATE.

Any piece of real estate, if worth anything at all, can be quickly sold at some price.

Every owner would like to sell for more than he can get and he generally asks at the outset, more than he expects to receive.

Of course, any property is worth just what it can be sold for.

Real estate values cannot be consistently measured any other way, and a property can be sold at the most, to the man to whom it is the most useful. The finding of that man is a kind of work that you cannot afford to turn over to an agent who has not the facilities for reaching the vast numbers of possible buyers.

We have sold properties for more than the owners expected to get, but in no case have we ever sold a single property at a price which could be called "fancy."

We would like to know your minimum price, and then will go ahead and do the best we can. We also want a clear and complete description of your property. We want to know all about the advantages and disadvantages, so we can describe it to a prospective buyer in such a manner that he will not be disappointed when he goes to inspect it. If a property has any merits at all, it can be sold on those merits and if it has no merits, we want nothing to do with it.

APPRAISING EARNING POWER OF REAL ESTATE.

There is something radically wrong about real estate that does not produce more than six per cent. per annum, net.

It is either a case of the property being held or bought at too high a price,

necessitating rentals too high for the location—or the structure may be too cheap or too ill-planned to command prevailing rates. In other words, it is either misfit or is mismanaged.

How many appraisers of real estate ever consider the earning power? They merely figure the ruling market value of the ground, the cost of construction and the problematical advance or depreciation governed by the current supply and demand.

They are disposed to shirk the earning power which is about as difficult of appraisal as the value of a thoroughbred based on his earning power. The qualities of a horse are never revealed to an inexperienced eye and to an expert only after close observation. In this sense, the earning power of real estate is not a far-fetched comparison.

Our experience as managers and lessees of hotels and apartment houses has taught us that it is necessary to figure not only every single item of apparent expense, but to compel past experience to furnish us with foresight into the future.

We have discovered that in addition to calculating on the realization of expectations, we must also anticipate the unexpected, which frequently happens.

WHERE THE DEMAND BEGINS.

Do businesses get hidden; poked away in odd corners, and in course of time do they have to be literally dug out, or left to go under?

The man whose eyes are open and who possesses powers of observation will at once call to mind one or more such businesses in his own particular district, and the answer will be a unanimous "Aye!"

The shop in the main street, must, from the fact of its being placed amongst the people, get some business of a chance character, unless there be one enterprising man in the same line away in a back street, who has, by some means or other, been able to convince those same prospective buyers before they left their homes, or whilst in the train or tram, that there was something—it may be a better article—it may be a price advantage—a more prompt delivery—a wider selection of goods—or the word of some previous customer that everybody about the place is courteous and attentive—anyway, some advantage worth diving into a more or less obscure street to obtain.

There is no gainsaying the truth that prominence of position now counts for but little. Ideas are formed and decisions arrived at in the home, and in a great many instances, we are inclined to think, in ever-growing numbers, goods are ordered by mail, in which cases of course it matters not one jot whether a shop be in the main street or one of its tributaries.

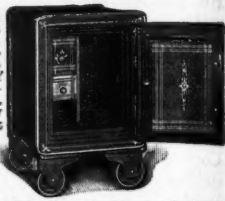
It is not hard to understand this. Ninety per cent of the wants arise in the home, and lucky is he whose messenger, in the shape of a smart advertisement, circular, or booklet, is there to welcome its arrival.—*British Advertiser, London.*

\$11.95 FIREPROOF SAFE

\$11.95

BUY THIS 800-lb. guaranteed Fireproof Safe, highest grade, heavy wrought steel continuous plate construction, fitted with genuine

Yale triplex 3-tumbler combination lock; best workmanship throughout, positively the equal of safes that sell at \$30.00 to \$25.00. Dimensions: outside, 24 x 14 x 16 1/2 inches; inside, 12 x 8 1/2 x 9 inches. Has one 5 1/2 x 1 1/2 inch cash box with fine lock; one 3 1/2 x 1 1/2 inch drawer; one 3 1/2 x 1 1/2 inch pigeonhole; one 12 1/2 x 1 1/2 inch book space. Just the safe for small merchants and offices.



\$23.95 BUY THIS 875-POUND HEAVY GRADE FIRE-

PROOF SAFE (guaranteed). Equipped with genuine Yale unpickable, triplex, combination lock; finest construction throughout. Dimensions: Outside measure, 37 1/2 x 24 x 23 1/2 inches. Inside measure, 30 1/2 x 19 1/2 inches. Arrangement of cabinet work: One 6 x 4 1/2 inch iron cash box with high grade lock, with two flat keys; one 3 x 4 1/2 inch drawer with knob, two 2 1/2 x 4 1/2 inch pigeonholes; one 3 x 4 1/2 inch pigeonhole; one large book space, 14 x 19 1/2 inches; one small book space, 14 x 4 1/2 inches. **A BIG BARGAIN FOR ANY STORE, OFFICE, FACTORY, SHOP OR HOTEL.**

We will letter your name or firm name in gold over door free of charge if requested. You can send us your order for either one of these safes with the understanding that we will return your money and pay freight charges both ways if you are not pleased or do not consider you have received a wonderful bargain and saved about one-half its price.

For large illustrations and descriptions of our complete line of safes, including our massive heavy wall single and double door safes at \$15.00 up to \$102.00, for detailed explanation of our method of fireproofing, heavy construction, how we make our safes heavier, stronger and better than others, how we can sell the highest grade safes it is possible to build for about one-half the prices all other dealers ask, for our great 30-day free trial offer, explanation of our binding guarantee, our money refund offer, for freight rates, for our liberal terms of shipment, write for our Free Safe Catalogue. Cut this ad out and mail to us and the complete SAFE CATALOGUE and our WONDERFUL MONEY SAVING SAFE PROPOSITION WILL BE SENT BY RETURN MAIL. Address,

SEARS, ROEBUCK & CO.,
CHICAGO, ILL.

THE MAN WHO DEALS IN FARM PROPERTY.

The real estate broker who makes a specialty of farms and farm lands is often more enterprising in obtaining publicity than the promoter of a city subdivision. His prospective customers live in every part of the country, and it takes more scheming to reach them by advertising than the lot-buyers who can be interested through the daily papers of a single city. The shrewd American farmer is a restless soul. Having moved from Connecticut to Oregon, he may suddenly conclude that in his anxiety to go West he got too far West, and wants to come East to Ohio or Iowa. It is the business of the farm broker to satisfy this moving portion of the public. His bread and butter depend on being in touch with it at the psychic moment when the individual "mover" pulls up stakes—perhaps one moment in five years. To advertise to such a scattered clientele looks difficult, but the farm broker does it. The agricultural press carries some of his advertising—little two-line, half-inch and inch ads headed "Farm Property," which state his business and give his address. These put him in touch with "prospects," and result in correspondence. Letters of inquiry do not bring sales in three per cent of cases, however. After the farmer has learned what the broker has to offer he may take two years to think it over. It is highly essential that the broker keep in touch with him during this period, and in order to maintain a dormant relation with the inquirer, the farm broker publishes a little monthly bulletin that often takes the form of a business periodical. This, at a cost of two or three cents per month, keeps the "prospect" posted as to what the broker has to offer from time to time, and insures him a place in his memory.

Sometimes such a periodical is devoted to the promotion of a single county or State. The *Real Estate Bulletin and Farm Finder*, published by E. H. Kistler, a farm broker at Warren, O, is a fair specimen of this class. A handsome-

ly printed eight-page, it keeps readers in touch with farm properties for sale in Northeastern Ohio, giving lists of properties with prices and detailed descriptions, half-tone illustrations of buildings, as well as general matter showing the advantages of farm life. Mr. Kistler emphasizes the point that he is only a broker, bringing seller and buyer together to make their own arrangement, and that he has no interest in pushing particular properties at the expense of others. His paper is one of many like it, issued in various forms. Some are merely occasional lists of properties in booklet shape. Much activity has lately been shown in advertising cheap Southern farm lands in this manner.

Another type of farm broker's paper covers the entire country. *Real Estate*, a solid monthly magazine published at Amsterdam, N. Y., gives extended lists of farm lands in many States, emphasizing the value of owning one's own home, and also gives a good deal of attention to exposing questionable investment schemes. The farm broker's field of operation is not confined wholly to restless farmers. Widespread demand for country homes and summering places has made it possible for him to operate in the cities. The classified columns of New York, Chicago, Philadelphia and Boston papers carry a great mass of country real estate advertising, particularly in spring. Papers like the Boston *Evening Transcript* and New York *Evening Post* are recognized mediums for this publicity, the Saturday issues carrying most of it. Some of the magazines are also regarded as excellent mediums, *Country Life in America* and the *Outlook* leading. Since W. M. Ostrander, the Philadelphia broker, set the pace, there is a scattered representation of this advertising in all the leading monthlies and weeklies, but only a few magazines carry sufficient to maintain a regular classified column.

A LARGE folder from the Paré Advertising Service, 30 South Seventh street, Philadelphia, talks sensibly on the making of catalogues.

WHAT IS CIRCULATION?

What facts ought to be ascertained before being competent to convey to an advertiser such an answer as he is entitled to receive to the question, "What is the circulation of the paper under consideration?"

PRINTERS' INK invites communications on the subject expressed in the sentence printed above, and will award a sterling silver sugar-bowl to the writer whose answer appears to be most generally acceptable to newspaper men. A tea-pot, cream-pitcher and salver, all of sterling silver, will be added to the sugar-bowl award if the winner can induce the American Newspaper Publishers' Association, in convention assembled, to approve and accept the conclusion expressed.

NEW YORK, Sept. 9, 1904.

Editor of PRINTERS' INK:

Learn from your own investigation or from one whom you KNOW already knows the quantity and quality of circulation of the paper in question. Very truly,

O. H. KEGELMAN,

910 Cauldwell Ave., Bronx Borough, City.

NEW YORK, Sept. 14, 1904.

Editor of PRINTERS' INK:

I have been interested in your recent advertisement headed, "What facts ought to be ascertained before being competent to convey to an advertiser such an answer as he is entitled to receive to the question, 'What is the circulation of the paper under consideration?'"

It is astonishing that of all the number interested in this disputed point no one has offered a suggestion. Upon receipt of your issue of Sept. 14, where the advertisement was reprinted from the previous issue, I made several attempts to express my views.

In the first effort I said the advertiser should be told the number of complete copies printed for each issue during one year, the number of copies sold each issue during one year, the total weight of paper used during one year, the average weight per paper for each issue during one year. The average number deducted as not actually distributed each day, the details of distribution, showing newsdealers, carriers, express and mail.

Upon revising the above it seemed impossible to get at the exact amount of paper used during one year. Too many things had to be considered, such as stock on hand at the beginning of the year, waste paper, paper remaining on cores from day to day, paper spoiled in printing and stock left on hand at the end of the year. I therefore cut out reference to the total weight of paper used. It was then unnecessary to mention the average weight per paper for each issue during one year.

My experience with newspaper publishers has given me an idea of the possibility of telling the exact truth about circulation, and still arriving at a result much larger than the exact truth.

The number of copies sold and the details of distribution are so indefinite and so subject to peculiarly individual views of publishers and

advertisers that it seems impossible to accept that as the standard of measurement.

By process of elimination I arrived at the conclusion that a statement of the total number of complete copies printed each issue for one year is sufficient to answer the question, "What is the circulation of the paper under consideration?"

I wrote two or three other attempts to state my views because I wanted the teapot, cream pitcher and salver more than I did the sugar-bowl, but I am quite sure that if Mr. Geo. F. Rowell has for years failed to convince the "American Newspaper Publishers' Association" it is useless for me to go into the matter any further.

I believe that I have answered the question as well as it can be, and you may send the sugar-bowl as soon as you like.

If you intended to give this matter any further publicity I hope you will urge Mr. Victor Lawson, of Chicago, to modify his views and induce the A. N. P. A. to be reasonable and accept my answer. By doing so they would assist an earnest seeker after the truth—and the balance of your valuable offer). Of course, if they change their minds later they would not be breaking a precedent, and I could retain the teapot, cream pitcher and salver.

Thanking you for this opportunity to secure decoration for my modest board, I am,

Yours very truly,

W. F. HAMBLIN.

ELMER, N. J., Sept. 16, 1904.

Editor of PRINTERS' INK:

The facts to be ascertained before a competent answer can be given an advertiser about a paper's circulation depend on the class of paper. The description of towns in which papers are published, as given in the American Newspaper Directory, is sufficient to determine the class of people among which the average paper circulates.

To determine the actual circulation, a competent idea cannot be given without dividing papers into at least two classes.

Class one includes all those journals which depend almost exclusively on actually booked subscriptions for circulation. In this class may be included the few daily papers which do not allow returns for unsold copies and practically all weekly newspapers, religious papers, agricultural papers, etc. The circulation of this class of papers can be determined by learning the average number printed each issue for a year, as no sane reputable publisher will print papers of this kind unless he can use them, in fact from 95 to 98 per cent of the number printed are circulated.

Class two comprises all those journals which depend for circulation on a varying demand from day to day and month to month, and which are disposed of almost exclusively through news agents. The returns for unsold copies vary from ten to forty per cent and even higher in some instances, an item too important to be overlooked in determining circulation. In class two there must be known the average number printed each edition for a given time and the average returns to be deducted, before the circulation can be determined.

S. P. FOSTER.

Circulation, as applied to the publishers' output, is a misnomer. If the interaction of centripetal and centrifugal forces balances, the resultant circle means continuous revolution about a fixed point within an unchanging circumference. There is no growth. When the center-seeking impulse exceeds, the circumference tends to shrink toward

the center. Contrariwise, the revolving particles tend to scatter. It is this centrifugal "Distribution," without centripetal "Returns" that the advertiser wants and needs. The term "circulation" is in this connection a misnomer; that what is needed are the Facts as well as the "figures" in regard to distribution. If this said sugar-bowl be offered bona fide, then the test of merit should not be the argument's acceptableness to the publishers, but rather its approval by the Advertisers. It is the latter who are primarily and everlastingly concerned in the available distribution rather than in the numerical circulation of advertising media. I quote from a current ad of *McClure's Magazine*, "in New York City alone hundreds of tons of waste paper are gathered up each day."—*E. W. Krackovizer, in the Boston Herald, Sept. 19, 1904.*

NEWARK, N. J., Sept. 19, 1904.

Editor of PRINTERS' INK:

Plain unvarnished FACTS concerning the paper's actual circulation, territory COVERED and class REACHED, is what he wants to KNOW, and the plain unvarnished TRUTH is exactly what he is entitled to receive.

Why should an advertiser be asked to buy "a cat in a bag" any more than a buyer of anything else under the sun?

There's nothing else to tell him.

Yours truly,

188 Market Street.

D. D. Cook.

It is evident that at least one of the writers quoted fails to understand that the answer to the question should not be how the comparative circulations of two great dailies or two great monthly magazines shall be ascertained and stated, but—"What facts ought to be ascertained before being competent to convey to an advertiser such an answer as he is entitled to receive to the question, 'What is the circulation of the paper under consideration?'"

The reply must not be made to specially fit the *Chicago News*, *Washington Star* or *San Francisco Examiner*, but must be equally applicable to the *Bungtown Banner* and the *Cross Roads Journal*.

Not half the newspapers published print so many as a thousand copies. There are several thousand newspapers that do not issue regularly so many as a hundred copies. The publishers of those papers content themselves with seeing to it that there are enough to supply the paid-for demand and a few "left overs" for such as may chance to have use for an extra. If they can tell precisely how many complete and per-

fect copies were produced the question will be is that an all-sufficing fact for the person who seeks to know what the circulation actually is.

Mr. Kegelman, the first correspondent, advises that the quantity and quality of circulation shall be learned, but does not tell how that may be done, nor define what he means by quantity, nor precisely how the quality, when ascertained, may be expressed. Mr. Cook, whose contribution is printed at the foot of the list, wants truth, "plain unvarnished," but does not tell how the possessor of that treasure may convey it to another in such words that the ear that hears may receive the precise impression the tongue that speaks sought to convey.

A BALD-HEADED man, whose pate bore an advertisement, attracted much attention as he sat outside a Paris café. He finally attracted the attention of a policeman, who arrested him because his ad did not bear the required adhesive revenue stamp. He was taken to the police station, where he paid his fine, was duly stamped and was released.—*New York Sun.*

Financial Advertising

DURING June, 1904, *The Record-Herald* carried 23,785 lines of Financial Display Advertising, which was 4,310 lines more than carried by any other Chicago paper.

During the year 1903 and during the first six months of 1904, *The Record-Herald* carried more Financial Advertising than any other Chicago paper, notwithstanding *The Record-Herald* refused all bucket-shop and other objectionable financial advertising.

A tribute to the superior quality of *The Record-Herald* circulation—the largest circulation of any newspaper in the United States selling for more than one cent—whether morning or evening.

REAL ESTATE ADVERTISING IN NEW YORK.

The congested condition of New York City, together with its extremely rapid growth, makes it the greatest real estate center in the world, both from the standpoint of investment and advertising. A conservative estimator calculates that above 2,000,000 is spent yearly in the metropolis for real estate advertising in newspapers alone. This year's expenditure will greatly exceed that of last year, and the opening of new bridges, tunnels and suburban transportation facilities assures a continuous growth in the volume of selling and publicity. The newspapers afford practically the only means of advertising New York real estate, as the population to be reached is too vast to be addressed through literature or other mediums.

New York real estate advertising is divided into two large groups. High-grade city property leads by many millions of dollars, while the second largest volume of advertising is that for the promotion of suburban homes. Two morning papers carry the bulk of high-grade real estate publicity—the *Herald* and *Times*. The *Brooklyn Eagle* is a third medium in this class. For suburban property and medium-priced homes the *World* and *Journal* lead, and the *Staats-Zeitung* is also a favorite medium. Figures compiled for August, a busy month in real estate advertising, give the following averages for each paper:

Aggregate lines of Real Estate Advertising

<i>Herald</i> (morning)	90,000
<i>Times</i> (morning)	51,000
<i>World</i> (morning)	41,000
<i>Mail</i> (evening)	38,000
<i>Brooklyn Eagle</i> (evening)	34,000
<i>Globe</i> (evening)	23,000
<i>Telegram</i> (evening)	20,000
<i>Journal</i> (evening)	19,000
<i>Sun</i> (morning)	18,000
<i>Post</i> (evening)	15,000
<i>Press</i> (morning)	11,000
<i>Tribune</i> (morning)	9,000
<i>World</i> (evening)	2,200
<i>Sun</i> (evening)	770

The expenditure in New York for real estate publicity in the newspapers is said to exceed that of any other city three times. The *Herald* is so firmly established as a

real estate medium that perhaps no other paper would be needed for high-class property—fine residences, flats and apartment houses, hotels, etc. The *Times*, however, is said to be gaining in real estate business at a rate far exceeding the *Herald* or any other paper. Favorable rates and active promotion by the advertising department of the paper are responsible for this gain, and the *Times'* attention to real estate news and financial matters makes it an excellent medium, reaching a desirable class of readers. Neither the *Times* or *Herald* carry much advertising of medium-priced properties, these being the peculiar province of the *World* and *Journal*.

There are two distinct renting and selling seasons in New York when real estate men advertise actively. The spring term begins about April 10 and lasts till May 30, though sales of suburban property continue throughout the summer. The autumn renting season lasts from August 15 to October 15. New York has a large investing class that makes profitable the promotion of city property. It is no unusual thing for an investor to make \$10,000 or \$15,000 on a \$100,000 investment in a few weeks' time. The investing class prefers to buy in the city, but recent transit improvements have directed attention to property in the Bronx, Brooklyn and Washington Heights. An almost impassible gulf separates the investing class and that which buys suburban property. The former buy through brokers, while medium priced homes are sold on the installment plan by owners of subdivisions.

Copy in New York papers is characterized by dignity. Brokers and renting agents confine themselves to attractive presentations of the essential information about property, writing for readers who know values. Even the advertising of medium-priced homes is more or less dignified, the cost of space in New York papers precluding sensational display. A third class of real estate advertising of considerable importance is that offering country homes. This com-

prises country properties in New Jersey, Long Island, New York State, Connecticut, New England, and even the West. Farms, mountain camps and cabins, seashore cottages, country estates and similar property find ready buyers through the New York papers, particularly in spring. The *Herald*, *Times*, *Brooklyn Eagle* and *Evening Post* are favorite mediums for this publicity.

It is said that seventy-five per cent of all the real estate advertising printed in New York papers is placed by the Jules P. Storm Advertising Agency, 189 Broadway, New York. The number of real estate brokers and renting agents in the city is estimated at 1,700, and from these comes the greater portion of business. But a very small portion is placed direct. The Storm agency was first to establish a separate department for handling real estate publicity twelve years ago. James A. S. Carpenter, in charge of this department, says:

"The value of a separate department for preparing and placing real estate advertising is manifest to brokers. They make a regular advertising appropriation to sell or rent large office and residence buildings, and our real estate department, knowing realty values and conditions, is able to take the detail of advertising off the broker's hands. There is nothing showy about New York real estate advertising. All effort centers on telling the story briefly in small compass. Brevity is the keynote, not on account of cost of space, but because of the mass of real estate advertising and the superficial attention given each ad by the reader. Price, rentals, sizes of flats and apartments, convenience to car lines and business district, per-

centage that a property will pay on the investment—these are the facts to put uppermost in advertising. Newspaper space doesn't sell property, but merely paves the way for personal negotiations. Advertising statements must be conservative and dignified, and display should be light, with plenty of white space. The typographical style of the *Herald*, which is the leading real estate medium, has set an excellent model for this class of publicity. Where the campaign is a renting proposition to secure tenants for a single property the flat or apartment house is usually featured on its own account. Where property is offered for sale, however, through a broker, the latter usually depends on his own name and reputation to carry weight with buyers. Most of the large brokerage firms have distinct policies that they keep to the front in their advertising."

CAVIERE TO THE MASCULINE.

"There was a man in the car this morning who persisted in reading the newspaper I was holding," said Mabel; "but I fixed him."

"How?"

"I turned to the full-page advertisement of bargain-sales of dress-goods."—*Judge*.

A LITTLE booklet that tells all about various kinds of seed wheat and what ought to be expected of every good kind, together with some homely remarks about the seed wheat sold by the man who sends it out, is mailed to farmers by Willis R. Knox, Intercourse, Pa. Compiled by Benjamin Sherbow, Philadelphia.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 36c. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

The Montgomery Advertiser.

"Alabama's Only Metropolitan Newspaper."

Sworn Net Paid Circulation for 1903: Daily, 11,071; Sunday, 15,051; Weekly, 13,567. Accorded Double Golden Symbol (GG) by

The American Newspaper Directory.

FELIX ISMAN'S ADVERTISING.

THE MAN WHO HAS BECOME A CENTRAL FIGURE IN PHILADELPHIA REALTY IN LESS THAN FOUR YEARS TALKS ABOUT HIS ADVERTISING METHODS—A RADICAL DEPARTURE FROM ESTABLISHED PRINCIPLES.

"Established May, 1901" is the catchline employed by Felix Isman, the young man who has, since that date, become the leading operator in Philadelphia central real estate. It was used the day after he began business, and means, symbolically, that the man behind it wants to be known as an exponent of new methods rather than a broker entitled to respect for a long business career. Mr. Isman was for twelve years the right-hand man of an old Philadelphia realty house that has since gone out of business. When he withdrew to begin for himself he put into practice a method of advertising that had always seemed to him the right one. That it is sound is shown by his first year's transactions, which aggregated \$25,000,000.

"The old method of advertising realty in newspaper classified columns has been overdone," he says, "and I never employ it. The moment you advertise a piece of real estate in that manner every other real estate agent in the city tries to get it on his list. This annoys the owner and sets up competition that is troublesome. Furthermore, it brings other property into the field, and cheapens that you are promoting. My plan is to advertise indirectly—never direct. Instead of promoting a specific piece of property I promote a section of the city, calling attention to its advantages and chances for growth. I also advertise my large transactions, for they bring this office into prominence, and sends owners and buyers to me.

"There is a psychological moment in real estate advertising. When all eyes are on this office and the newspapers are talking about one of our deals I advertise liberally, and always in an un-

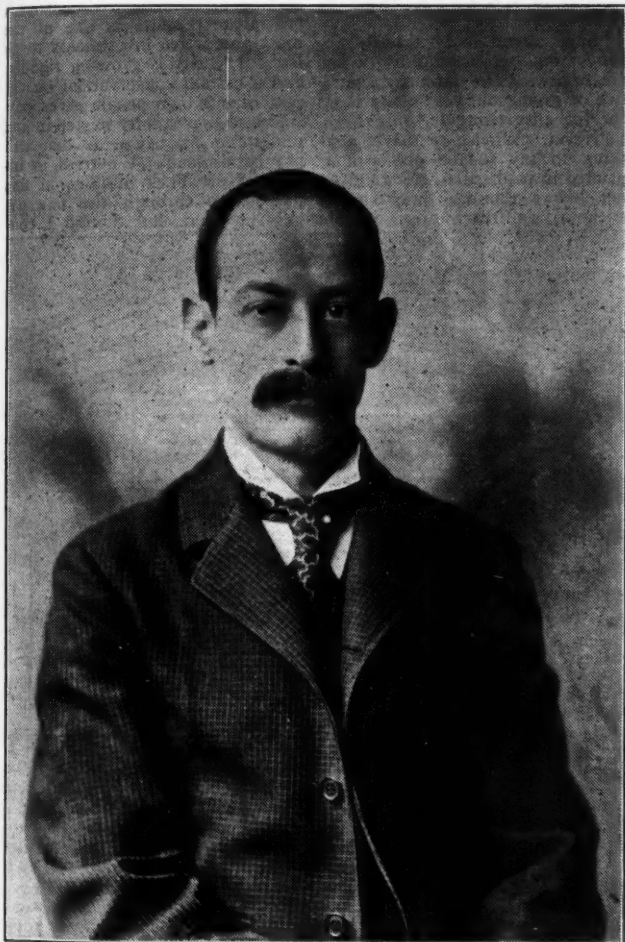
usual way. An example of my method is furnished by our purchase of the old United States mint. This property, on Chestnut street, right in the heart of Philadelphia's business district, was purchased at a price which seemed extravagant to Philadelphians—\$2,000,000. Everybody condemned the transaction as a piece of splurging. After they had become thoroughly interested we printed a statement in the Philadelphia papers in the shape of a half-page display ad, framed in a drawing of the old mint, stating our belief in the future of this property. That was in 1902. To-day the property is worth \$6,000,000.

"When I do advertising in my own way it is always irregular. Instead of regular cards in the papers we take half pages or pages several times a year, at these psychological moments, and tell a story that commands attention. In all large deals there is a moment when the papers and the public must talk about you. That is the moment to advertise strong. Of course, I use the classified columns too, but only because some clients will not permit me to handle their property in my own way. Classified advertising is good for renting purposes, but not for selling. The latter needs personal effort rather than advertising, preliminary to the sale. Advertise after the deal has been put through. This is radical teaching, and perhaps some of the readers of PRINTERS' INK may not like it, or agree. But for my own business it has been the best method. I always lay emphasis on the obvious in my ads, on the general principle that it is the obvious that everybody overlooks.

"It seems to me that the average real estate broker is afraid to let his clients know as much about real estate as he knows himself. Realty is a science. The transfer of real estate represents the value of everything held as property. Every form of security and wealth is ultimately based on real estate. The practice of realty is one of the professions. It is also a great trust. Each project represents a

separate issue, just as much as a case in law or a doctor's patient. Publicity has benefited all the learned professions. When doctors kept their knowledge to themselves they were charlatans and

each separate property, which amounts to little more than bartering, he should employ advertising to let the public know about his big deals and his methods. Realty in its right meaning is the art of



MR. FELIX ISMAN.

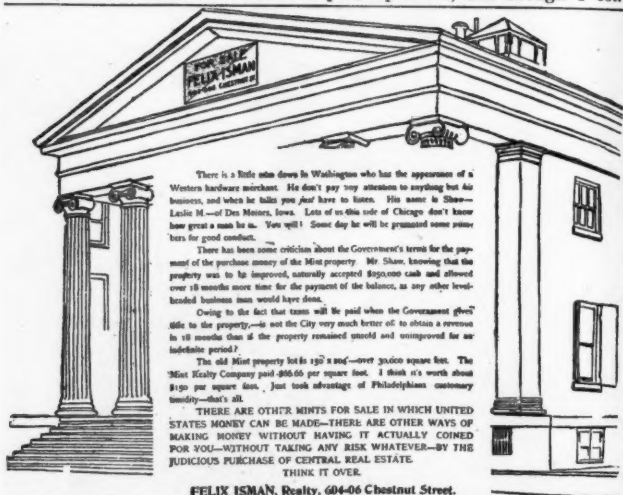
horse leeches. The real estate agent must eliminate the idea of "inside information," which he doesn't possess anyway, and take his clients and the public into his confidence. Instead of advertising dormant opportunities in real estate—taking the property that is paying nothing, finding out the cause for its unprofitableness and putting it on a paying basis. Let your public follow you through a

half-dozen such operations, step by step, showing that there is no legerdemain about it, nor anything but plain business acumen, and you make a name as an operator that could not be acquired by any amount of specific advertising of single properties."

"Such advertising naturally depends on big operations which create news. Do you make a practice of giving out real estate news for the advertising it brings?"

"Never. When we have anything to say to the public it is printed in paid space. News given out before the deal may convey an impression that there is a boom

in this some time ago when an experimental campaign was undertaken in New York papers to interest the investors of that city in Philadelphia central property. New York is the center for millions seeking investment. Philadelphia central real estate is one of the most productive investments to be had. The city is growing rapidly, and a certain conservatism on the part of our own people gives outsiders an opportunity to step in and undertake improvements that will pay handsomely. We tried to interest New York millions in this proposition through the newspapers up there, but though I con-



in the property you are handling, and the seller will think that he is disposing of his holdings too cheap. News statements given out after the deal are not so impressive as straight advertising announcements which come direct from the agent, and are regarded as more reliable by the public.

"Advertising never sells real estate. Everything depends on the personal relation. Advertising merely brings people to the office. Rather than tell all the people all about what I have on my lists, I would prefer to interest five per cent of them so that they will call. We had a very good illus-

sidered the advertising attractive it brought not a single reply. The opportunity for personal work was lacking. I am quite sure that if I were able to open an office in New York and back up the advertising with personal promotion this field would be very fertile.

"In another long-distance campaign, of another character, however, we were quite successful. After the Baltimore fire we ran ads in the papers of that city calling attention to excellent business locations in Philadelphia. Within the past ten years it has become quite common for business men, particularly retailers, to go beyond their

own city and establish branch houses in other towns. This Baltimore advertising brought several merchants to Philadelphia, and one in particular amply repaid the whole expense.

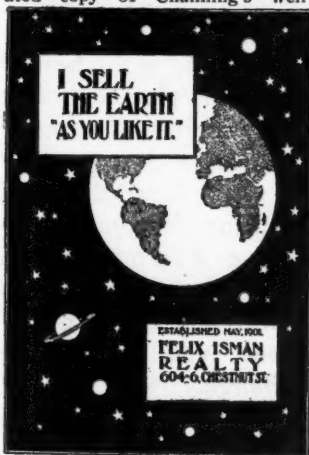
"My advertising policy is pretty clearly indicated in the expression of the man who said, 'Say good things about me if you can, or evil if you must, but for heaven's sake don't forget me.' Make people talk. Make them criticize you if there isn't any other way to keep in the public mind. Don't do foolish things, but remember there is a very valuable kind of advertising force in making the people think that you have done a foolish thing and then convincing them that they judged wrong, and that you were right all the time. When people stop talking about you it is a danger sign, and something must be done about it. How do I tell when they stop talking about me? Why, I can feel it. The effect is most evident. Friends come in and say, 'What's the matter, Isman, aren't you doing anything?'"

Mr. Isman's office at 1339 Chestnut street, on the site of the old Mint, is also an art gallery of great value, for upon the walls are hung representative paintings of the Barbizon school, including Corot, Millet, etc., as well as Cazin, Dupré, Gerome, Meissonier, Daubigny, Isabey and many later artists. While the collection represents his taste for pictures, it has naturally had considerable advertising value as well. One purpose served by this distinctive business place is worth noting:

"In such an office," he says, "I can hold a man a half an hour who would not wait for me five minutes if there were no pictures to look at."

Mr. Isman was first to make the conventional "To Rent" and "For Sale" sign in windows a real advertising medium. All signs put out by his office are in two distinctive shades of green, and therefore different from others. Those for window use are transparent, showing up to excellent advantage in stores still occupied and lighted at night. When a store or house is rented or sold these signs are

replaced with another, reading "Sold by Felix Isman." Recently he has started a mailing system to reach representative realty men all over the country. News events of his office are turned into personal letters, and from time to time general matter is mailed, dwelling on his facilities for handling deals in Philadelphia. Outside brokers have a certain percentage of foreign business to be placed with agents in other cities, and this service keeps Mr. Isman's name before them as the leading broker in the Quaker City. A novelty that has put his name into many local business offices is an illuminated copy of Channing's well-



known "My Symphony," tastefully mounted by the passe partout process. This cost about twelve cents to produce, and the advertising is confined to an inconspicuous line, "Felix Isman, Realty in all its branches." Five thousand copies were distributed.

Mr. Isman is a regular reader of PRINTERS' INK, and says he always finds something in it of importance to himself. "It teaches me many things about other men's business methods, and indicates ways of approaching, interesting and talking to them," he says. "In my own advertising I prefer to make my own methods, but many of the general principles I follow come direct from PRINTERS' INK."

IN THE PLAIN PICA STYLE.

The new Martinique apartment hotel in West Thirty-third street, just off Broadway, New York, was recently thrown open, and the proprietor, Mr. Martin, has been running a series of short, chatty ads in New York papers during the autumn-renting season to introduce his house. These ads are set in one size of type, appear several times a week in the *Sun* and *Times*, always in preferred position, away from the regular "Real Es-

**The man in a big home
with the best of kitchens
goes to a restaurant—
just for a change; the
man living in the best of
hotels is glad to dine at
the simplest of homes—
just for a change.**

**At the Martinique you
can change from a home-
like dinner (table
d'hôte) to the restau-
rant (à la carte) when-
ever you want the
change.**

**Apartments of 2, 3,
4 or 6 rooms.**

**The Martinique, 54-
58 West 33d Street.**

tate" and "Apartments to Let" classifications, and are conversational in tone, telling something interesting about the Martinique each day, and something different. The fact that the uptown store of Rogers, Peet & Co. is in the same building may account for the excellent quality of this advertising.

Here are some of the ads that have appeared since the series began:

You know you get tired of forever looking over a bill of fare and ordering each particular dish—that's when a table d'hôte satisfies you.

Then, again, a table d'hôte becomes tire-

some and you long for some one or two special things—that's the time a la carte is good.

Both table d'hôte and a la carte at the Martinique.

Apartments of 2, 3, 4 and 6 rooms.

The Martinique is not a "hotel."

But home for those accustomed to the best.

A choice of table d'hôte or a la carte—change back and forth, forth and back—as often as you please.

Apartments of two, three or four rooms.

There are no marble halls or Moorish rooms in the Martinique.

Nothing but the richness and refinement that a man of wealth and culture aims to have in his own home.

Apartments of two, three or four rooms.

Table d'hôte and a la carte.

Seriously, it's much easier, much more comfortable to look for apartments now.

Two, three, four or six rooms.

Table d'hôte or a la carte.

At the Martinique, if you tire of a home-cooking table d'hôte you can change to a la carte and then change back again—change as often as you like the change.

Apartments of 2, 3, 4 or 6 rooms.

Looking at apartments in the middle of September is like getting in the middle of the push and scramble of a bargain counter.

At the Martinique apartments may be looked at now.

2, 3, 4 or 6 rooms.

Table d'hôte or a la carte.

Here are apartments that the owner doesn't leave to an agent's slipshod, make-all-you-can methods, but manages himself.

Apartments of two, three or four rooms.

Table d'hôte and a la carte.

Don't you sometimes get tired of eating the same sort of things in the same sort of way, and long for a change?

At the Martinique you can change from table d'hôte to a la carte, and then back again—as often and whenever you please.

Apartments of 2, 3, 4 and 6 rooms.

The Martinique is right "next door" to theaters, churches, clubs, shops.

The Martinique gives you to eat what you want when you want—a la carte or table d'hôte.

The Martinique offers apartments of 2, 3, 4 or 6 rooms.

At the Martinique you dine on the 15th floor, 125 feet from the ground, in quiet, in view of the Highlands of the Hudson and the beauties of New York Bay.

Table d'hôte or a la carte—change when you want the change.

Apartments of 2, 3, 4 or 6 rooms.

There is not a surface car line in New York City that by transferring will not land you within half a block of The Martinique.

Think of all that may mean!

There are apartments at The Martinique of 2, 3, 4 and 6 rooms.

Table d'hôte or a la carte.

The Martinique isn't leased to some man who is trying to make all he can during his lease—it's managed by the owner.

You can have an apartment of 2, 3, 4 or 6 rooms—just what you want.

You can dine a la carte or table d'hôte—just as you want.

You can be "at home"—be as you want.

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL of HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216.

Birmingham, Ledger. dy. Average for 1903, 16,670. E. Katz, Special Agent, N. Y.

ARIZONA.

Phoenix, Republican. Daily average for 1903, 6,082. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1902 no issue less than 1,000. Actual average for August, September, October, 1903, 3,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance, wy. Actual average 1903, 4,550, four months 1904, 4,720.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,100, March, 6,350. E. Katz, Sp. Ag., N. Y.

Mountain View, Signs of the Times. Actual weekly average for 1903, 82,342.

Redlands, Facts, daily. Daily average for 1903 1,456. No weekly.

San Diego, San Diegoan Sun. Daily average for 1903, 2,787. W. H. Porterfield, pub.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending June, 1904, 61,802; Sunday, 85,754.

San Jose, Evening Herald, daily. The Herald Co. Average for year end. Aug., 1902, 2,597.

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1903, 6,266.

San Jose, Pacific Tree and Vine, mo. W. G. Dolanman. Actual average, 1903, 6,185. First three months, 1904, 8,166.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 88,798. Average for August, 1904, 45,064. Gain, 8,716.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 13,571; Sunday, 11,292.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,817.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827, first 3 mos. 1904, 15,942. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1903, 5,618. June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending June 1, 1904, 3,128 (*).

Norwich, Bulletin, morning. Average for 1903, 4,988; first six months 1904, 5,172.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Coste & Maxwell, Spec. Agts., N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 24,088 (C). O.

National Tribune, weekly. Average for 1903 104,599. First six mos. 1903, 112,268.

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,598. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta, Journal, dy. Av. 1903, 28,928 June, 1904, 44,051. Semi-weekly 45,867.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture. semi-mo. Actual average for 1903, 20,125. Average first six months 1904, 28,666.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640.

ILLINOIS.

Calro, Citizen. Daily average 1903, 818; weekly, 1,110. First eight months 1904, daily, 1,205; weekly, 1,125. August, 1904, daily, 1,281.

Champaign, News. In 1902 no issue less than 1,100 daily and 5,400 weekly (163).

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1903, 6,022.

Chicago, Alkaloidal Clinic, monthly. Dr W. C. Abbott, pub.; S. DeWitt Clough, adv. mngr. *Guaranteed circulation 30,000 copies, reaching over one-fourth of the American medical profession.*

Chicago, Bakers' Helper, monthly. H. R. Clissold. *Average for 1903, 4,175 (©).*

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. *Actual average for 1903 67,880, 30 weeks ending May 16, 1904, 69,162.*

Chicago, Dental Digest, mo. D. H. Crouse, pub. *Actual average for 1903, 7,000.*

Chicago, Farmers' Voice. Actual weekly average year ending September, 1904, 22,802 (*).

Chicago, Grain Dealers Journal, a mo. Grain Dealers Company. *Av. for 1903, 4,854 (©).*

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. *Actual average 1903, 11,666.*

Chicago, Home Defender, mo. T. G. Manritzen. *Act. av. 1903, 22,500. Last 3 mos. 1903, 24,000.*

Chicago, Journal Amer. Med. Assoc. Wkly. av. 1903, 28,616. First six months 1904, 31,156.

Masonic Voice-Review, mo. Oldest in world. *Average six months 1904, 25,710.*

Chicago, Monumental News, mo. R. J. Haight, pub. *Av. for year ending July, 1902, 2,966.*

Chicago, Musical Leader & Concert-Goer, wkly. *Aver. year ending January 4, 12,548.*

Park and Cemetery and Landscape Gardening, mo. *Av. for year ending July, 1902, 2,041.*

Chicago, Record-Herald. Average for 1903, daily 154,218, Sunday 191,317.

Chicago, Retailer's Journal, monthly. *Actual average for 1903, 6,785.*

Chicago, The Operative Miller, monthly. *Actual average for 1903, 5,542.*

Gibson City, Courier, weekly. Estab. 1873. *Actual average year ending June 30, 1904, 1,292.*

Kewanee, Star-Courier. Av. for 1903, daily 3,038, wkly. 1,414. Daily 1st 5 mos. '04, 3,206.

La Salle, Ray-Promien, Polish, weekly. *Average 1903, 1,805.*

Peoria, Star, evenings and Sunday morning. *Actual sworn average for 1903, 22,197.*

Rockford, Register-Gazette. Dy. av. for 1903, 5,226, a-wkly. 6,416. Shannon, 150 Nassau.

Rockford, Republic, daily. *Actual average for 1903, 6,540. La Cote & Maxwell, N. Y.*

INDIANA.

Connersville, Conners, weekly. *Actual average for 1903, 1,567.*

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,215 (24). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1903, dy 13,852, S'y 14,120. E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. *Average for 1903, 26,878. A persistent medium, as housewives keep every issue for daily reference.*

Indianapolis, News, dy. Aver. net sales in 1903, 69,855, first six months 1904, 72,855.

Indianapolis, Star. Aver. net sales for July (all returns and unsold copies deducted), 53,261.

Lafayette, Morning Journal, daily. *Sworn average 1903, 4,002; July, 1904, 4,562.*

Marion, Leader, daily. W. B. Westlake, pub. *Actual aver. for 6 mos. end. June 30, '04, 5,741.*

Muncie, Star, dy and Sy. Star Pub. Co. Av. for 1903, dy 25,856, S'y 19,250.

Notre Dame, The Ave Maria, Catholic weekly magazine. *Actual average for 1903, 24,022.*

Richmond, Sun-Telegram. Sworn av. 1903, dy 3,311. For Feb., 1904, 5,944.

South Bend, Tribune. Sworn daily average 1903, 5,718. Sworn average for August, 6,887.

Terre Haute, Star. Av. net sales for Aug. (all returns and unsold copies deducted), 88,900 (*).

INDIAN TERRITORY.

Armore, Ardmoreite, daily and weekly. *Average for 1903, dy, 1,951; wkly, 3,272.*

IOWA.

Burlington, Gazette, dy. Thos. Stivers, pub. *Average for 1903, 5,844, Jan., 1904, 6,050.*

Davenport, Times. Daily aver. 1903, 8,055, a-wkly. 1,660. Daily aver. March, 1904, 9,508. Cir. guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, 29,681. March, 1904, 40,856.

Des Moines, Capital, daily. Lafayette Young, publisher. *Actual average for 1903, 31,898. Average for first six months 1904, 35,808.*

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. *Actual average for 1903, 45,576.*

Des Moines, Spirit of the West, wkly. Horses and live stock. *Average for 1902, 6,095.*

Des Moines, Wallace's Farmer, wkly. Est. 1873. *Actual average for 1903, 55,769.*

Muscatine, Journal. Daily av. 1903 4,549, cent-weekly 2,708, first four months 5,167.

Ottumwa, Courier. Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,192, daily av. for first six months of 1904, 20,766. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson, News. Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. *Average for 1903, 8,126.*

KENTUCKY.

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1902, 3,532; growing fast.

Lexington, Leader. Av. '03, 5,328, Sy. 4,092, 1st q'r '04, dy. 5,928, Sy. 5,448. E. Katz, agt.

Louisville, Evening Post, dy. Evening Post Co., puba. Actual average for 1903, 26,964.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year end. June 30, '04, net paid cir. 2,927.

LOUISIANA.

New Orleans, News. Dy. av. 1903, 17,522, Sunday 17,687.

New Orleans, The Southern Buck, official organ of Elksdom in La. and Miss. Av. '03, 4,780.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,269,995.

Bangor, Commercial. Average for 1903, daily 8,215, weekly 29,006.

Dover, Piscataquis Observer. Actual weekly average 1903, 1,904.

Lewiston, Evening Journal, daily. Aver. for 1903, 6,814 (©), weekly 16,422 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1903, 8,041.

Portland, Evening Express. Average for 1903, daily 11,740, Sunday Telegram 8,090.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1903, 44,532. For August, 1904, 54,682.

MASSACHUSETTS.

Boston, Evening Transcript (©) (412). Boston's best table paper. Largest amount of week-day adv.

Boston, Globe. Average for 1903, daily, 195,554, Sunday, 297,824.

Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, New England Magazine, monthly. America Co., pub. Average 1903, 21,580.

Boston, Post, dy. Average for 1903, 178,809. *Av. for August, 1904, dy. 217,898. By 178,818.* Largest daily circulation in New England. Second largest Sunday circulation in New England.

AUGUST, 1904.

DAY BY DAY.

The actual number of complete copies of the Boston Daily Post and the Boston Sunday Post printed each issue during the month of August, 1904, was as follows:

	DAILY.	SUNDAY.
1.....	210,700	
2.....	209,700	
3.....	211,100	
4.....	211,000	
5.....	210,700	
6.....	209,600	
7.....		178,800
8.....	212,800	
9.....	211,200	
10.....	212,470	
11.....	211,600	
12.....	212,700	
13.....	211,170	
14.....		179,925
15.....	220,800	
16.....	224,070	
17.....	223,200	
18.....	223,100	
19.....	221,000	
20.....	215,600	
21.....		176,750
22.....	215,600	
23.....	212,300	
24.....	213,800	
25.....	214,290	
26.....	213,500	
27.....	270,400	
28.....		177,800
29.....	216,000	
30.....	215,800	
31.....	214,370	
Total, The Daily Post, 27 days.....	5,883,300	
Total, The Sunday Post, 4 days.....		713,975

Daily Average, - 217,898
Sunday Average, 178,318

(Signed) **W. A. GROOMER,**
Business Manager.

Boston, Sept. 1, 1904.

Boston, Traveler, Ket. 1884. Actual daily av. 1903, 73,552. In 1904, 76,666. For the first six months of 1904, daily average, 85,510.

Largest evening circulation in New England. Repr.: Smith & Thompson, N. Y. and Chicago.

East Northfield, Record of Christian Work, mo. 81. Aver. for year end'g Dec. 31, 1903, 30,250. Use it if you want a strictly home circulation—that sticks. *Rate right \$25.00 flat, pro rata.*

Gloucester, Cape Ann News. Actual daily average year ending February 15, 1904, 4,804; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams, Transcript, even. Daily net av. 1903, 5,267. Daily av. printed Aug., 1904, 5,788.

Springfield, Good Housekeeping, mo. Average for 1903, 125,902. First six months 1904, 161,166. All advertisements guaranteed.

Springfield, Republican, An. 1903, dy. 15,542 (60), Sun. 15,270 (60), wy. 4,086.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily (60). Average Jan., 5,189. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 5,912. Aver. 1st 1 mos. of 1904, 4,100.

Flint, Michigan Daily Journal. Aver. year end-June 30, '04, 6,067 (3). Av. for June, 6,586 (3).

Grand Rapids, Evening Press, dy. Average 1903, 57,499. 44,290 aver. daily to Sept. 1, 1904.

Grand Rapids, Herald. Average daily issue for 1903, 22,524. First six months 1904, 26,157.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1903, 4,319 (46). Average for first six months 1903, 4,328.

Jackson, Press and Patriot. Actual daily average for 1903, 5,649. Av. Aug., 1904, 6,670.

Kalamazoo, Gazette, daily, six mos. to Sept. 1st, 1914. Guarantees 1,500 more subscribers than any other daily paper published in city. Three months to September 1st, 10,259.

Kalamazoo, Evening Telegraph. First six mos. 1904, dy. 9,551. June, 9,520, a-m. 9,381.

Saginaw, Courier-Herald, daily, Sunday. Average 1903, 8,255; August, 1904, 10,456.

Saginaw, Evening News, daily. Average for 1903, 11,515. August, 1904, daily 14,497.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1903, 68,686.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 75,854. First six months 1904, 79,500.

Minneapolis, Journal, daily. Journal Printing Co. Average for first 6 mos. in 1904, 65,555.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, 49,057.

Minneapolis, The Housekeeper; household monthly. Actual average 1903, 265,350.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1903, daily average, 73,852; last quarter of 1903, was 77,129; Sunday, 62,524. Sunday average for first eight months of 1903 was 68,662. The daily average for the first eight months of year was 86,197. Daily average for August, 88,916.

The only Minneapolis daily listed in *Rossell's American Newspaper Directory* that regularly publishes its circulation over a considerable period down to date in *ROLL OF HONOR*, or publishes a detailed statement in its own columns. The Tribune is the recognized *Want Ad Medium* of Minneapolis.

Owatonna, Chronicle, semi-wy. Av. for 1903, 1,896. Owatonna's leading newspaper. Present circulation, 2,100.

St. Paul, Der Wanderer, with ag'l sup. Der Farmer im Westen, wy. Av. for 1903, 10,500.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 51,641.

St. Paul, News, daily. Actual average for 1903, 55,516.

St. Paul, Pioneer-Press. Daily average for 1903 54,298, Sunday 80,955.

St. Paul, The Farmer, ag'l, s-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end, February, 77,861. Actual present av. 55,000.

St. Paul, Volkszeitung. Actual average 1903, dy. 11,116, wy. 28,414, Sonntagsblatt 28,408.

Winona, Republican and Herald, daily. Average year ending June, 1904, 4,126.

Winona, Westlicher Herold. Average 1903, 22,519; Sonntags Winona, 22,111; Volksblatt des Westens, 20,045.

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,550. In 1903, 1,900 copies.

MISSOURI.

Joplin, Globe, daily. Average 1903, 10,510. July, 1904, 12,153. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,265, weekly 188,725.

Kansas City, World, daily. Actual average for 1903, 61,225.

Springfield, Sunny South, monthly. Actual average for 1903, 2,255.

St. Joseph, News and Press. Daily aver. for 1903, \$0,418. Last 3 mos. 1903, \$5,065.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, \$7,950.

National Farmer and Stock Grower, mo. Av. 12 mos. end Dec., 1903, 166,625. 1902, 68,588.

St. Louis, Star. Actual daily average for 1903, 64,878.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Frozen average for 1903, 1,845,511. Actual proven average for past 12 months 1,596,468. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 29,549 general circulation.

Butte, Inter-Mountain, evening. *Sworn* net circulation for 1903, 19,617. *Sworn* net circulation from Jan. 1 to June 30, 1904, over 14,000.

NEBRASKA.

Ansel, The Nebraskan, monthly. A. H. Barks, pub. Actual average 1903, 5,088.

Lincoln, Daily Star. Actual average for 1903, 11,165. April, 1904, 14,495.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending June, 1904, 149,808.

Lincoln, Freie Presse, weekly. Actual average for year ending June, 1904, 152,055.

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1903, 5,810.

Lincoln, Nebraska Farm Journal, Monthly average year ending August, 1904, 14,400 (*).

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, 1,800. In 1902, 1,600.

Omaha, Den Danske Pioneer, wy. Sophus F. Nebel Pub. Co. Average for 1903, 29,084.

Omaha, News, daily. Actual average for 1903, 41,524.

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Robie. Actual average 1903, 5,560.

Nashua, Telegraph, even., daily and weekly. Actual daily average 8 months 1904, 2,800 *sworn*.

NEW JERSEY.

Asbury Park, Press, dy. J. L. Kimmonth, pub. Actual average 1903, 3,792. In 1902, 3,556.

Camden, Daily Courier. Est. 1878. Net aver. circulation for 6 mos. endg. April, 30, 1904, 7,702.

Camden, Post-Telegram. Actual daily average, 1903, 5,798 *sworn*. Jan., 1904, 5,839.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken, Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1903, 19,012. First six months 1904, 21,024.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, daily \$5,896. Sunday 16,291.

Newmarket, Advertisers' Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Red Bank, Regi-ter, weekly. Est. 1878. John H. Cook. Actual average 1902, 2,961.

Washington, Star, wy. *Sworn* av. '03, \$3,759. Every issue since Feb., '04, more than 3,900.

NEW YORK.

Albany, Journal, evening. Journal Co. Average one year to April 30, 1904, 17,288.

Albany, Times Union, every evening. Establ. 1886. Average for first three months 1904, 29,626.

Batavia, News, evening. Average 1903, 6,487. Six months, 1904, 6,810.

Binghamton, Evening Herald, daily. Herald Co. Average for first three months 1904, 12,310.

Buffalo, Courier, morn.; Enquirer, even. W. J. Conners. Av. for 1903, morning 59,852, evening 58,089; Sunday average 68,586.

Buffalo, Evening News. Daily average 1903, 79,408. First 3 months 1904, 86,949.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,248. Only Dem. paper in county.

Lyons, Republican, established 1821. Chas. H. Betts, editor and prop. Circulation 1903, 2,321.

Mount Vernon, Daily Argus. Average 1903, 2,989. *Westchester County's* leading paper.

Newburgh, News, daily. Av. for 1903, 4,487, 1,000 more than all other Newburgh papers combined.

New York City.

American Machinist, w'y, machine construe. (Also European edition.) Average 1903, 20,475.

Army & Navy Journal Est. 1863. Weekly aver. for 1903, 9,026 (©). Present circulation (May 7) 9,415. W. C. & F. P. Church, Pub.

Automobile (The), weekly. Flatiron Building. Average circulation 1903, 10,022.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1903, 29,208. Your advertisement in Benziger's Magazine will bring you business, because its circulation has

QUANTITY, CHARACTER, INFLUENCE.

Benziger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1903, 26,912 (©) (60).

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,566.

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1903, 6,667.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,885 (©).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125.

Engineering News. A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (©).

Forward, daily Forward Association. Average for 1903, 43,241.

Four-Track News, monthly. Actual av. paid for six months ending August 1904, 95,000. September edition guaranteed 100,000.

Haberdsasher, mo. est. 1831. Actual average for 1903, 7,160. *Blindens' affidavit* and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000. (©).

Junior Toilettes, fashion monthly. Max Jagerhuber, pub. Actual average 1903, 56,540.

Leslie's Weekly. Actual aver. year end Aug., 1904, 69,077 (*). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 218,624. Present average circulation 257,600. November number guaranteed 300,000.

Music Trade Review, music trade and art weekly. Average for 1903, 5,538.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. circ. 6,402.

Newspaperdom, w'kly. Recognized journal of newspaper pub'g and adv'g. Aver. 1903, 5,139.

New Thought, monthly. 27 E. 22d St., New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. New Thought has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. Average for 1903, 104,977.

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Est. 1883. Average for 1903, 11,001. Average for six months ending June 30, 1904, 12,805.

The Ladies' World, mo., household. Average net paid circulation, 1903, 480,155.

The People's Home Journal, 515,350 monthly, food literature, 454,355 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Wall Street Journal, Dow, Jones & Co., publishers. Daily average for 1903, 11,987.

The World. Actual aver. for 1903, Morn., 278,607, Evening, 537,192. Sunday, 888,650.

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1903, 61,800.

Rochester, Case and Comment, mo. Law. Av. for 1903, 30,000; 4 years' average, 30,186.

Schenectady, Gazette, daily. A. N. Llecty, Average for 1903, 9,097. Actual average for 1903, 11,038.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1903, daily 33,107, Sunday 88,496.

Utica, National Electrical Contractor, mo. Average for 1903, 2,708.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,004.

Warsaw, Western New Yorker, weekly. Average for 1903, 8,508. In county of 22,000 with no daily.

Wellsville, Reporter. Only dy. and s.-wy. in Co. Av. 1903, daily, 1,184; semi-weekly, 2,958.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. daily av. 1903, 5,582; Sunday, 8,791; semi-weekly, 8,800. First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actual average 1903, 8,600. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872. First five months 1904, 10,166.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,562. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903 5,451. Guar. 6,550 after August 1, 1904.

Wahpeton, Gazette. Average 1903, 1,564. Present circulation, 1,800; sent free, 1,500. Total, 3,300.

OHIO.

Akron, Beacon Journal. Average 1903, 8,208. N. Y., 523 Temple Court. Av. Aug., 1904, 9,547.

Cincinnati, Mixer and Server, monthly. Actual average for 1903, 18,988. Actual average for 1903, 48,628. Official organ Hotel and Restaurant Employees Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 66,445; Sunday, 60,759. August, 1904, 84,610 daily; Sunday, 69,706.

Dayton Daily News

Average for 1903, 16,407; July, 1904, 18,894. THE ONE DAILY in a one-daily city. Thorough canvass of all homes in Dayton shows the following:

News - - - 13,429
Herald, Journal, Press 11,851

News over all - 1,578

Lancaster, Fairfield Co. Republican. In August, '04, no issue less than 1,650 for 5 years.

London, Democrat, semi-wy. Actual average 1903, 3,101. Average 1903, 3,809, six months 1904, 5,522.

Mansfield, Daily News. Act. over year end. June 30, '04, 4,220 (3). First 6 mos. '04, 4,832 (3).

Springfield, Press-Republican. Aver. 1903, 9,383. April, '04, 10,155. N. Y. office, 523 Temple Court.

Toledo, Medical and Surgical Reporter, mo. Actual average 1903, 10,082.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Vindicator. D'y av. '03, 11,009. LaCote & Maxwell, N. Y., Eastern Reps.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,814.

Zanesville, Times-Recorder. Aver. year end. Sept. 1, 1904, 8,052 (3). Sworn aver. 5 mos. 1904, 8,844 (3). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, wy. Actual average 1903, 28,020.

Guthrie, Oklahoma State Capital, dy. and wy. Aver. for 1903, daily 20,062, weekly 26,014. Year ending July 1, '03, dy. 19,868; wy. 25,119.

Oklahoma City, The Oklahoman. 1903 aver., 5,816; August, '04, 8,818. E. Katz, Agent, N. Y.

OREGON.

Astoria, Lannetter. C. C. C. Rosenberg, Finnish, weekly. Average 1903, 1,898.

Portland, Evening Telegram, dy. (ex. Sun.). Sworn circ'n six months ending June 30, 21,148.

Portland, Oregon Daily Journal. Actual average for 1903, 8,946; first 7 months 1904, 14,479.

PENNSYLVANIA.

Chester, Times, ev'g dy. Average 1903, 5,187. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Connellsville, Courier, daily. Aver. for 1903, 1,848, weekly for 1903, 8,690, daily average April, 1904, 3,019.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, 3,058.

Erie, Times, daily. Average for 1903, 11,008. July, 1904, 14,285. E. Katz, Sp. Ag., N. Y.

Philadelphia, American Medicine, wy. Av. for 1903, 19,327. Av. March, 1905, 16,827.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of August, 1904:

1	175,708	17	186,708
2	180,170	18	183,739
3	184,886	19	183,080
4	183,444	20	179,833
5	189,088	21	Sunday
6	176,968	22	187,140
7	Sunday	23	183,840
8	187,096	24	189,906
9	185,831	25	183,730
10	183,116	26	183,229
11	183,531	27	180,556
12	185,005	28	Sunday
13	177,062	29	184,514
14	Sunday	30	182,827
15	189,369	31	185,761
16	186,839		

Total for 37 days, 4,931,928 copies.

NKT AVERAGE FOR AUGUST,

183,404 copies per day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. MCLEAN, Publisher.

Philadelphia, Sept. 5, 1904.
In Philadelphia there are about 250,000 homes. THE BULLETIN'S circulation, which during the month of August averaged 183,404 copies per day, goes each evening into a majority of these homes.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1903, 7,120.

The Evening Telegraph

READ EVERYWHERE IN
PHILADELPHIA.

Daily Copies 136,329

ACTUAL CIRCULATION FOR AUGUST:

1.....	137,323	17.....	134,875
2.....	136,006	18.....	136,281
3.....	137,820	19.....	136,778
4.....	134,374	20.....	132,919
5.....	146,881	21.....	Sunday no issue
6.....	135,251	22.....	136,398
7.....	Sunday no issue	23.....	137,054
8.....	138,419	24.....	136,358
9.....	121,391	25.....	137,890
10.....	132,727	26.....	138,458
11.....	132,967	27.....	136,153
12.....	137,160	28.....	Sunday no issue
13.....	136,323	29.....	137,745
14.....	Sunday no issue	30.....	136,161
15.....	136,921	31.....	136,811
16.....	132,518		

Total for 27 days.....3,690,891
Daily net average.....136,329

BARCLAY H. WARBURTON,
President.

Philadelphia, Sept. 6, 1904.

THE EVENING TELEGRAPH is best for advertising. It goes into the home and stays there.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, \$44.676. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 28th, 1903, by
"Printers' Ink, 'The Little
"Schoolmaster' in the Art of
"Advertising, to the Farm
"Journal. After a canvassing
"of merits extending over a
"period of half a year, that paper, among all
"those published in the United States, has been
"pronounced the one that best serves its purpose
"as an educator and counselor for the agricultu-
"ral population, and as an effective and economi-
"cal medium for communicating with them,
"through its advertising columns."

Philadelphia, German Daily Gazette. Aver-
circulation first six mos. 1904, daily 48,942, Sun-
day 27,265. Sworn statement. Cir. books open.

Philadelphia, Press. Av. circ. over 100,000
daily. Net average for August, 1904, 109,477.

Philadelphia, Sunday School Times, weekly.
Average for 1903, 102,961. Send for rates to
The Religious Press Association, Philadelphia.

Philadelphia, The Grocery World. Actual
average year ending August, 1904, 11,741.

Pittsburg, Labor World, wy. Av. 1903, 18-
088. Reaches best paid class of workmen in U.S.

Pottsville, Evening Chronicle. Official county
organ. Daily average 1903, 6,648.

Seranton, Times, every evg. E. J. Lynett. Av.
for 1903, 21,604. La Cote & Maxwell, N. Y.

Washington, Reporter and Observer. Six
months ending June 30th, 10,745.

West Chester, Local News, daily. W. H.
Hodgson. Average for 1903 15,168.

Williamsport, Grit. America's Greatest
Weekly. Net paid average 1903, 181,868. Smith
& Thompson, Repts., New York and Chicago.

York, Dispatch, daily. Dispatch Publishing
Co. Average for 1903, 8,108.

RHODE ISLAND.

Providence, Daily Journal, 16,495 (©©)
Sunday, 19,392 (©©). Evening Bulletin 26,586
average 1903. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average
1903, 4,888. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P.
Brown. Average 1903, no issue less than 1,750.

Charleston, Evening Post. Actual dy. aver.
for second 3 months 1904, 5,727.

Columbia, State, daily. State Co., publishers.
Actual aver. for 1903, daily, 6,568 (©©); semi-
weekly, 2,016; Sunday, 7,705. First six mos.
1904, daily 7,699, Sunday 8,928.

TENNESSEE.

Lewisburg, Tribune, semi-weekly. W. M.
Carter. Actual average 1903, 1,301.

Memphis, Commercial Appeal, daily, Sunday,
weekly. Average 1903, daily 28,929, Sunday
28,080, weekly 77,831 (96), 1st 6 months. 1904,
daily 28,447, Sunday 45,892, weekly 88,109.

Memphis, Morning News. Actual daily aver-
age for 1903, 17,594. For six months ending
June, 1904, 21,589.

Nashville, Banner, daily. Aver. for year 1903,
18,772. Six months 1904, 20,851. Only Nash-
ville daily eligible to Roll of Honor.

Nashville, Progressive Teacher and South'n
School Journal, mo. Average for 1903, 9,500.

TEXAS.

Denton, Denton Co. Record and Chronicle,
wy. W. C. Edwards. Average for 1903, 3,659.

El Paso, Herald. Dy. av. 1903, 3,265; April,
1904, 4,264. Merchants' concerns shopped Herald
in 80 per cent of El Paso homes. Only El Paso
daily paper eligible to Roll of Honor.

La Porte, Chronicle, weekly. G. E. Kepple,
publisher. Average for 1903, 1,247.

Paris, Advocate, dy. W. H. Furey, pub. Act-
ual average, 1903, 1,527.

UTAH.

Ordan, Standard. Wm. Glassman, pub. Av.
for 1903, daily 4,681, semi weekly 3,158.

VERMONT.

Barre, Times, daily. F. K. Langley. Aver. 1903,
2,710. Five months in 1904, 5,062.

Burlington, Free Press. Daily av. '03, 5,566,
6 mos. to July 1, 6,228. At present 6,900. Ex-
amined by Association of American Advertisers.

Burlington, News. Jos. Auld. Actual daily
average 1903, 5,046, sworn at April, 5,652.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for
1902, 5,092; for 1903, 7,482; February, 3,448;
March, 9,241.

Richmond, News Leader, every evening ex-
cept Sunday. Daily average February 1, 1903, to
February 1, 1904, 27,414. The largest circula-
tion between Washington and Atlanta.

Richmond, Times-Dispatch, morning. Actual
daily average six months ending June, 1904,
19,818. High price circulation with no waste
or duplication. Is ninety per cent of Richmond
homes. The State paper.

WASHINGTON.

Seattle, Times. Actual aver. circulation 1st
6 months 1904, daily 26,242, Sunday 42,679.
By far largest daily and Sunday in State.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy.,
15,615; wy., 8,912. Average 6 mos. 1904, dy.,
14,872; Sy., 18,294; wy., 9,501. S. C. Beck-
with, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor,
pub. Average for 1903, 2,801 (1054).

Wheeling, News. Daily paid circ'n 9,707.
Sunday paid circ'n 10,229. For 12 months up
to April 1, 1904. Guarantees a paid circulation
equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Chronicle. Daily average year end.
June, 1904, 5,885 (3). Aver. June, 1904, 6,671.

La Crosse, Leader-Press, evening. Actual
average 1903, 5,690. Average June, 1904, 6,108.

Milwaukee, Evening Wisconsin. d'y. Ev'g. Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; August, 1904, 26,708 (©©).

Milwaukee, Germania-Abendpost. d'y. Av. for year end'g Feb., '04, 22,876; av. Feb., '04, 24,805.

Milwaukee, Journal. daily. Journal Co., pub. Av. end. June, 1904, 26,016; June, 1904, 26,570. The **Milwaukee JOURNAL** carries more Real Estate advertising and at the highest rate paid any Milwaukee newspaper by local dealers than does any other Milwaukee paper. This is the best evidence of the **JOURNAL'S** value to Real Estate dealers.

The **JOURNAL** carries more classified advertising than do all the other evening papers combined.

Oshkosh, Northwestern. daily. Average for 1903, 6,458. First six months 1904, 7,228.

Racine, Journal. daily. Journal Printing Co. Average for 1903, 5,702.

Racine, Wisconsin Agriculturist. weekly. Average for 1903, 23,191. First 6 months 1904, 23,572. Advertising \$2.50 per inch.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1903, 2,709.

Rock Springs, Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,583.

BRITISH COLUMBIA.

Vancouver, Province. daily. W. C. Nichol, publisher. Average for 1903, 5,885; August, 1904, 7,665.

Victoria, Colonist. daily. Colonist P. & P. Co. Average for 1903, 3,695; June, 1904, 4,865.

MANITOBA, CAN.

Winnipeg, Der Nordwesten. Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg, Free Press. daily and weekly. Average for 1903, daily, 18,824; weekly, 12,968. Daily, August, 1904, 25,968.

NEW BRUNSWICK, CAN.

St. John, Star. Actual daily average for 1903, 2,776.

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and **Evening Mail.** Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade. monthly. Average for 1903, 5,875.

Toronto, Star. daily. Average year ending June 30th, 25,988; first six months 1904, 20,945.

Toronto, The News (Independent), evening, daily. Average first six months, 1904, 20,754 (*). Average for August, 24,175 (*).

QUEBEC, CAN.

Montreal, Herald. daily. Est. 1808. Actual average for 1903, 22,515.

Montreal, La Presse. Trefle Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 86,116.

Montreal, Star. d'y. & w'y. Graham & Co. Av. for '03, d'y. 55,127, w'y. 122,869 (1145). Six mos. end. May 31, '03, d'y. av. 55,147, w'y. 122,157.

(©©) GOLD MARK PAPERS (©©)

(©©) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ©.—*Weber's Dictionary.*

WASHINGTON, D. C.

THE EVENING STAR (©©). Washington, D. C. Reaches 90% of the Washington homes.

ILLINOIS.

TRIBUNE (©©). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

BAKERS' HELPER (©©). Chicago, the oldest, largest, best known, most quoted. Has subscribers in every State and Territory.

KENTUCKY.

THE COURIER-JOURNAL (©©). Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler Linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON PILOT (©©). every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

MINNESOTA.

THE NORTHWESTERN MILLER (©©). Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (©©).

NEW YORK.

THE POST EXPRESS (©©). Rochester, N. Y. Best advertising medium in this section.

THE NEW YORK TIMES (©©). "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily free of returns.

ELECTRICAL WORLD AND ENGINEER (©©). established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (©©). Desirable, because it always produces satisfactory results.

SCIENTIFIC AMERICAN (©©) received the gold mark, being the only class publication receiving this distinction out of 33,000 journals and mag's's.

CENTURY MAGAZINE (©©). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

THE BROOKLYN DAILY EAGLE

(©©) is **THE** advertising medium in Brooklyn and one of the best in Greater New York.

NEW YORK TRIBUNE (©©). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

PENNSYLVANIA.

THE PITTSBURG DISPATCH (©©). Pittsburgh, Pa. Delivered in more homes in Pittsburgh than any other two Pittsburgh newspapers.

OHIO.

CINCINNATI ENQUIRER (©©). Great—influential of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

NOVA SCOTIA, CAN.

THE HALIFAX HERALD (©©) and the **EVENING MAIL.** Circulation exceeds 16,000, flat rate.

ONTARIO, CAN.

LONDON FREE PRESS (©©). only morning, noon, evening in Ontario. Best condensed medium, circulation map and rates on application. **FREE PRESS PRINTING CO., Ltd.**, London, Ont.

THE TORONTO GLOBE (©©)

Canada's national newspaper. United States representatives, **BRIGHT & VERREE**, New York and Chicago.

THE WANT-AD MEDIUMS OF THE COUNTRY.

Printer's Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people. When in doubt follow the "wants." You can't do wrong if you put your advertisement in the newspaper which carries the "wants" of the city in which it is printed.

Publications entitled to be listed under this heading are charged 30 cents a line a week; \$10.40 a line for a year. Six words make a line. Display type may be used if desired.

ARKANSAS.

THE ARKANSAS GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average first six months 1904, 8,561 copies.

The **GAZETTE** carries more Want ads than all other Arkansas papers combined. Rates, 1c. a word. Minimum rate 30c.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, Sept. 18, 1904, contained 3,481 want ads, a total of 84 9-10 columns. The **Post** is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the **Post** is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., **RECORD** covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the **EVENING JOURNAL** for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE NATIONAL TRIBUNE (weekly), Washington, D. C., 108,000 circulation, carries from 300 to 500 "Want" ads every issue. Positively a paying medium at 30 cents a line.

THE Washington, D. C. **EVENING STAR** (☉) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 19,781 columns of "classified" advertising, consisting of 634,636 individual advertisements. Of these 366,556 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the *Post Office Review*.

THE AURORA DAILY NEWS runs twice to three times as many want ads as any other paper in Kane County, population 50,000.

PEORIA (Ill.) **JOURNAL** reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

TERRE HAUTE STAR carries more Want ads than all other Terre Haute dailies.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis **STAR**.

INDIANAPOLIS STAR since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the **STAR** carried more than two full pages of Want Ads.

THE Indianapolis NEWS during the first six months of 1904 printed 66,540 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 137,317 separate paid Want ads during that time.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, 81 per line. It is published six evenings a week. Saturday the big day.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

MAINE.

THE BANGOR DAILY NEWS is the best Want advertising medium in Maine. A trial ad of four lines, ten cents per issue.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE Boston GLOBE, daily and Sunday, carries more "want" ads than any other paper in New England because it brings results to the advertiser. During the first six months of 1904 the **Boston GLOBE** printed 313,506 paid "wants," which was 81,004 more than appeared in any other Boston paper. Every "want" ad was paid for at the regular card rate, and there were no deals or discounts.

THE BOSTON HERALD's Want ad pages are the most systematically and variously classified in the country. This has public utility value for advertisers, because of its practical utility to readers, which is doubtless one reason for the steady increase (3 to 3 columns daily) of its Want ad patronage) at a time when that of its leading competitor continues to fall off at the rate of 1 to 2 columns per day. Certainly it is not owing to the employment of any catchpenny device, but rather to the brains and skill used in trying to "Make Good for the Advertiser."

MINNESOTA.

THE St. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,944; now 57,234.

FIGURES that prove that the Minneapolis **JOURNAL** carries the most "Want Ads" of any daily newspaper in the Northwest:

	Minneapolis Journal.	Nearest Daily Competitor.
Year 1903	2,980 cols.	1,900 cols.
5 months 1904,	2,531 "	1,394 "

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 88,000 subscribers, which is 55,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 31 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 50,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECK WITH**, N. Y.

BUFFALO NEWS with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/2c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

DAYTON (O.) NEWS always leads in Want ads. One cent per word per insertion. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 30 words or less 3 consecutive times or less, 5c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 8,318. Publishes more Wants than any four Okla. competitors.

OREGON.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

THE Portland, Oregon DAILY JOURNAL, every evening and Sunday morning, carries more "want ads" than all the other evening papers in Oregon combined, including its afternoon Portland contemporary. Rate: 5 cents a line each insertion—seven insertions, including the Sunday JOURNAL, for the price of five.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA—**THE EVENING BULLETIN**—Want ads in **THE BULLETIN** pay, because it goes daily into more Philadelphia homes than any other medium. In Philadelphia there are about 230,000 homes. **THE BULLETIN's** circulation, which during the month of August averaged 153,404 copies per day, net paid (see Roll of Honor), goes each evening into a majority of these homes. In Philadelphia nearly everybody reads **THE BULLETIN**. **THE BULLETIN** will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

VIRGINIA.

THE TIMES-DISPATCH carries more Want ads, both help and general, than any other paper published in Richmond, because it is the home paper of Richmond and Virginia, and reaches the class that give results. Want ads, May, 5, 101; June 4, 324.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (37,414 over 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 35 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 35c.; weekly, 5c. line. Big results from little talk.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada. (Daily 30,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more local general advertising than any other Toronto paper. Sworn daily average circulation, August, 1904, 30,944.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion. Number of paid "Want ads" published in April, 39,984; in May, 39,180.

DO you advertise in Canada? Take trouble to investigate the merits of the papers in the general field, and you will find the **EVENING TELEGRAM** among the first few. In the local field it is the first, absolutely. Its local circulation is as great as the local circulation of any other two papers combined, and is the only paper which alone covers the field. The greatest "Want ad" medium in Canada. Circulation, daily average, 1903, 31,190. **THE EVENING TELEGRAM**, Toronto, Ontario. Established 22 years. J. Ross Robertson, proprietor.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday **COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

Is the Subscription Price Too High?

The Little Schoolmaster is often assured that its annual subscription is too high for the average subscriber. It is argued that PRINTERS' INK could gain subscribers in large numbers from smaller merchants and young men and women who interest themselves in the paper.

It should be borne in mind that the production of a weekly journal like this is a costly business. There are those who would be willing to pay even a higher price for the paper if the present price appears as a tax which they think too high.

PRINTERS' INK is willing to give this question a practical test. From September 1st to December 31st the price to PRINTERS' INK is reduced to

\$2.00 C

and hence annual subscriptions may be had for that price for any number of years. Subscriptions for six months will be accepted for One Dollar with the same conditions.

Present subscribers may extend their subscriptions at the above price without any further payment.

Large firms, publishers and proprietors of advertising agencies, for the benefit of retailers, local advertisers and pupils, may come for special club rates.

Here is an opportunity to secure the best advertising journal in the world without overlooking. PRINTERS' INK educates and develops advertisers and the Little Schoolmaster to make American advertising what it is to-day.

TO CANVASSERS

Canvassers who wish to take up the subscription sales of PRINTERS' INK at the above price should order they send in, either annual or semi-annual. And above the commission stated the January 10, 1905, to the canvassers who have sent in the largest number of annual subscriptions.

\$100 for the largest number. \$75 for the second largest number. \$50 for the third largest number.

A canvasser is any person who takes the work in hand and sends in the cash for the subscription.

This offer is only good for the time stated and no longer.

CHAS. J. ZINGG, Business Manager

SEPTEMBER 28, 1904.

PRINTERS' INK

Price of Printers' Too High?

its annual subscription price of **Five Dollars** is too high for the average subscriber in larger numbers were the price reduced—especially so among the best themselves in the art of advertising.

A weekly journal like **PRINTERS' INK** involves a good deal of expense, and while its price is usually than is charged now, it is probably equally true that to many people it is too high.

practical test. From this day until December 31, 1904, the annual subscription

CASH

for any number of years, if prepaid on or before December 31, 1904. Trial subscription at the same time limit..

at the above rate (\$2.00 per year) for any length of time they care to

advertising schools, who wish to subscribe for the **Little Schoolmaster** should communicate with the business manager of **Printers' Ink**

any journal in the world which no man or firm or newspaper publisher can afford to neglect, and no single factor in this country has done so much as the **Little Schoolmaster**.

CANVASSERS:

PRINTERS' INK the above rates will be allowed 50 per cent commission on every paid-in-advance subscription. The following inducements are offered: Cash prizes as below will be paid on every paid-in-advance subscription.

number \$50 for the third largest number. \$25 for the fourth largest number.

is in the cash for not less than three subscriptions, minus the 50 per cent commission.

longer Address, with check,

G. G. Business Manager,

PRINTERS' INK, 10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers if wanted in lots of 500 or more.

ADVERTISING RATES:

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$5); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded. All advertisements must be handed in one week in advance.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 5-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 28, 1904.

REAL ESTATE ADVERTISING

Real estate publicity not only represents perhaps the greatest annual advertising expenditure in newspapers, but is a branch of advertising that touches the greatest number of people, either as buyers or sellers. Under the term "real estate advertising" is comprised many sorts of publicity, ranging from the modest liner ad of the man who wants to rent a single cottage to the great semi-public advertising campaigns undertaken to promote cities and States. The dividing line between real estate and municipal promotion is so thin as to be indefinable. It is stretching no point to say that nearly all the municipal and State advertising done in this country, save that of the railroads, is developed and often financed by real estate promoters, while much of the railroad advertising is classifiable under real estate publicity.

* * *

The real estate promoter of every shade is a clamorous soul. He wants information—information—information! Far the greater number of communications received by the editor of **PRINTERS' INK**, inquiring about methods, come from the real estate men, and any light thrown on ways of ex-

plotting real estate is welcomed by an appreciative, discriminating audience that acts immediately upon the suggestions imparted. This issue of **PRINTERS' INK** is devoted almost wholly to the subject. In its pages have been gathered the views of many men, of many minds, on many phases of the question. The broad policy of Felix Isman, the prominent Philadelphia agent and broker, shows real estate publicity at its highest point, perhaps. It is a policy to be studied by the large operator—the man of personality, with an innate instinct for advertising along indirect lines, who goes beyond the buying, selling or renting stage and becomes a discoverer of dormant values. Direct methods applied to much the same field are indicated by Ernest Tribelhorn, the New York broker, who, far from being indirect, tells what classes to work upon with advertising, and just where to find them. Other articles deal with real estate selling by mail, a field comparatively new, but being developed rapidly and with great practicability. Still others deal with local propositions, and will have a moral for the man who owns a subdivision or has a block of empty houses on his hands.

* * *

During the past three years the Little Schoolmaster has printed many articles on various branches of real estate publicity. It is safe to say that no other publication in the world treats this subject with so much persistence. Articles are never made up of vapid speculations, written by mere office authorities who never sold a dollar's worth of realty in their lives, but are based on the personal experience of some hustler somewhere who has his coat off and is doing field work among real live human beings—selling homes and building lots to the common people for their own good. The man who runs excursions and sells to the blare of a brass band has told how he operates, and his somewhat aristocratic fellow operator, promoting a high-class residential park, has also talked about

his methods. Great railroad companies, engaged in settling whole States through immigration bureaus, have described their campaigns in detail, and always there is to be found in the pages of PRINTERS' INK that hard, matter-of-fact knowledge about different classes of people upon which all advertising is based, and all commerce.

* * *

The Little Schoolmaster will give even more attention to real estate publicity in the future, for it is a field constantly growing, developing side lines and being made an integral part of other phases of advertising. This special issue is mailed to every real estate man in the United States whose name can be secured, and is intended to introduce PRINTERS' INK to those who may not now know it. To real estate men who see a way to apply the information in this issue, and who wish to follow the subject further, an invitation is extended to examine the special subscription offer mentioned on the last page of this issue.

PRINTERS' INK, "A Journal for Advertisers," issued in New York, is a publication not to be missed by anyone interested in advertising—and who is there who is not? We know it and like it. It's good for something.—*Libre and Fabric, Boston.*

ONE of the most important news announcements for some time is the announcement in this issue of PRINTERS' INK of the Derrick-Starke consolidation. Of especial interest is Mr. Starke's intention to establish a department in the Derrick agency for preparing newspaper publishers' advertising. The Little Schoolmaster has always thought that, even when newspaper publishers take their own medicine, they imbibe it in diluted and ineffective form. Mr. Starke's advertising in PRINTERS' INK has always been of a striking sort, infused with personality and aggressiveness. His methods applied to a wider field ought to be productive to newspaper publishers who use his services in the preparation of copy.

WE believe our "Roll of Honor" card the most effective advertising, for the small cost, obtainable.—*The Times Recorder Co., W. O. Littick, Mgr.*

THE advertising department of the *Cosmopolitan* avers that 504,000 copies of that magazine were printed for the September issue, which contained John Brisben Walker's twenty-five articles on the World's Fair, and that more copies could have been sold had not the printing of the October issue prevented the making of a larger edition.

Successful Advertising How to Accomplish It.

A Book for Retailers and
Young Men who Begin
the Study of Advertising.

Price \$2.00

Where the usual volume on retail advertising quotes stale advertising phrases and gives hackneyed specimens, Mr. MacDonald's book searches out the inner advertising principles of each business, and sets it forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way.

The above book will be sent postpaid to any address upon receipt of two dollars. Address Business Manager, Printers' Ink, 10 Spruce St., New York

THERE is said to be a large element of "fake" in retail piano advertising. The Boston *Herald*, with a view to protect dealers in that city against the harm it might do, agrees to refuse shady piano ads provided the dealers devise some definite plan for determining what is honest and what the reverse. Incidentally, the *Herald* calls attention to the fact that in Boston, admittedly one of the most appreciative and cultured communities in the country, the local piano trade does not begin to exploit itself or its products as it should by display newspaper advertising.

THE Boston office of J. W. Barber's Advertising Agency has been removed to the Penn Mutual Life Building, 24 Milk street, in that city. Mr. Barber's advent in Boston and with it his first connection with the advertising world, when he entered the employ of Geo. P. Rowell & Co. as their only clerk, dates from June, 1866. In April, 1867, when Mr. Geo. P. Rowell and Horace Dodd dissolved partnership, Mr. Rowell going to New York, where he still conducts his business at 10 Spruce street, Mr. Barber remaining in Boston with Mr. Dodd and eventually succeeding to the business there.

THE new president of the International Advertising Association, Charles Arthur Carlisle, has charge of the advertising, purchasing and traffic departments of the great Studebaker wagon works at South Bend, Ind. Born forty years ago at Chillicothe, Ohio, he began life as a grocery clerk, after brief schooling, and then went into a dry goods store. From a messenger boy he rose to a place on the staff of the *Ohio State Journal*, at Columbus, and from there went into the freight department of the Nickel Plate road at Cleveland. In 1887 he became private secretary to the general manager of the Toledo & Ohio Central Railway, at Toledo, was later purchasing agent of a system of railroads, and in 1891 went to the Studebaker company.

THE handsome new People's Line steamer "C. W. Morse," running on the evening trip between New York and Albany, is described in detail in one of the Presbrey agency's fine booklets. Besides large half-tones of the boat, there are comparisons with famous river steamers of the past in the particulars of size, power and accommodations for passengers, beginning with the first successful steam vessel, Fulton's "Clermont," which navigated the Hudson in 1807. The "Clermont," had a speed of five miles an hour. The "C. W. Morse" runs twenty miles an hour, has a tonnage of 4,307, is 427 feet long, carries 1,500 passengers and cost \$1,000,000.

INCLOSED please find renewal of the contract for the card of the *Southern Buck* in the "Roll of Honor." I cannot say that I can trace any pecuniary benefit from the publication of the card, but I do not hesitate to tell that, undoubtedly, it brought me many, very many letters of inquiry, that I would not have received if the writers had not seen the *Southern Buck* in the "Roll of Honor." But setting aside the monetary part of the question, it is my opinion that every paper, entitled to the honor, should be willing to pay the very small sum demanded for giving them undeniable prestige.—*Aubrey Murray, Editor and Publisher, New Orleans, September, 16, 1904.*

IMPORTANT TO ADVERTISERS.

The first International Advertisers' Convention will be held at St. Louis October 4th, 5th and 6th. A programme of great strength and variety has been prepared, which will make this convention an educational one and of great value to every advertiser and allied interests. Any bona-fide advertiser may have a seat reserved in the convention by sending a request for same to the International Advertising Association Headquarters, Star Building, St. Louis, Mo., at once. Applications for seats, outside of those already reserved for members, will be acted upon in order of receipt. Therefore, if you want to attend the convention, write to-day.

SELLING TO THE GERMAN.

Reader for reader, the pulling power of good German papers is perhaps higher in real estate advertising than even the best English daily papers. The German is a homemaker and a homebuyer. His local daily paper will interest him in cottages on the installment plan, or business property, of which he is a larger buyer. The German agricultural press has excellent selling power in advertising farms. Experienced real estate men commonly use German papers in conjunction with other advertising, and the esteem in which they are held is high.

The German daily press is extensive, for people speaking this language and preferring to read it are scattered over the entire United States. Many German dailies are obviously of little advertising value, being rated at an average circulation of less than 1,000 copies per issue. Every community of importance has at least one influential German daily, however, and where advertising is a local proposition the real estate promoter will not be at a loss to choose the right one. Such papers as the New York *Staats-Zeitung*, Chicago *Abend Post*, Philadelphia *Gazette*, etc., are recognized real estate mediums, seldom omitted by the advertiser who is proceeding along broad lines. German weeklies and farm papers are also excellent so long as they have a bona fide circulation of fair proportions. As a rule the rates charged by both the daily and weekly German press make advertising less costly than that in English dailies, figuring the rate per line according to circulation. Some advertisers unhesitatingly say that German papers bring greater returns for the expenditure than English dailies in the same city.

The question of German copy is not complicated, for publishers translate English advertising, and the same matter that tells the whole story to English readers is as informing in German. The only danger is in not telling enough. The *Deutsch-American farmer*, a German farm weekly published at

Lincoln, Neb., and credited in the Roll of Honor with an average issue of 149,303 copies, sends out the following hints on "How to Sell Real Estate to Germans:"

The Germans are prospering and they invest their money in farm lands. After they have acquired all they want for themselves, they will begin buying land for their boys, of which they generally have quite a number. If they can pick up a farm in their neighborhood, well and good. If not, the adjoining county or even State will do. There is a sturdy element of young Germans of a roving disposition who will not hesitate to begin for themselves most anywhere, and their fathers bank account will give them the proper start. Germans are the ideal customers for the man who controls a tract of undeveloped land. If anybody can make a new settlement prosper, it is the German.

In order to interest, one must be specific. Instead of offering all kinds of farms, select one and describe it fully. Better get ten men worked up, than try to appeal to a thousand and fail to set them thinking. If you offer a farm that must be sold because the owner died, you would strongly appeal to those that are looking for a real snap. If your farm has a nice, bearing orchard, that would catch others. If your farm borders on a lake, that would be a great attraction. If there is some timber on the place, that might turn the scale. If your farm raised a magnificent crop last year, mention it and put heart into the timid and doubting.

If you have a \$5,000 farm to sell, it is time and money wasted to correspond with a \$500 man. Therefore state the price or give an idea of what the farm is worth.

Give the location. The name of the county is good, if the ad is intended for readers in the same State. Otherwise better give the part of the State or the valley, etc., where the farm is located.

Nebraskans know that Lancaster county, the country around Lincoln, is situated in the southeastern part of Nebraska, the "South Platte Country," where land is worth as high as \$125 an acre. They also know that some 400 miles further west, in the west end of the State, the "Sand Hill district," you can get a free Government homestead of 640 acres, under the new law, which was passed because a man cannot make a living on 160 acres of Sand Hills. But readers in other States do not know whether Lancaster county is in or near the Sand Hills. They must be interested before they will look it up on the map.

Sometimes a few words may be necessary to counteract unfavorable notoriety which some drought or flood may have given your locality. Thus a \$100 Kansas farm, even if offered at \$50, would not appeal to the man whose whole knowledge of Kansas is restricted to the drought region, unless you make it plain in which part of the State your farm is, that it is in the rainy district where droughts are unknown.

If your farm is well improved, has a good house, is in a good neighborhood,

close to a town, convenient to school and church, this should, of course, be gone into fully. In short, do not fail to put in all the information that would interest and favorably impress the prospective buyer.

In offering wild lands, give enough of a description of the land and of the natural advantages and prospects, to get the reader interested. Do not overdo things. Do not use too many big words. Avoid glowing generalities. Appear to be frank and humanize your talk as much as possible. Tell of the experiences of settlers, how they started, what they have accomplished, what progress has been made in the way of public improvements in the last year or so. Wind up with an offer to send a map, a pamphlet or full description of the land. If your advertising talk has the proper ring, the reader will be eager to learn more about your land.

It is better to run the ad only a few times, running a larger advertisement giving the right kind of information, than to continually run a small ad, which says nothing.

Not long ago, a man wanted to advertise Oregon lands with us, at from \$6 to \$12 per acre. The lands were near the Coast and along the railroad. We urged him to so state in the advertisement. He did, and received good returns. Had he told his story less completely, people might have judged from the price that the lands were in the mountainous, arid section and paid no attention to the ad.

If the reader is convinced that you have about what he wants and at the right price, he will not only write you, but such a reply will be of real value to you because a deal so well begun is half closed.

Special Issues of Printers' Ink

For the main purpose of securing new subscribers to the Little Schoolmaster the following special editions will be issued on the dates stated:

Oct. 12, 1904, Press Day, Oct. 5,
Trade Journals.

Oct. 26, 1904, Press Day, Oct. 19,
Banks and Financial
Advertising.

73 TREMONT ST., BOSTON, MASS.
*Doubleday, Page & Co., 34 Union
Square, New York City:*

GENTLEMEN—We are glad to be able to inform you that we have sold the country residence which we advertised in your paper in May and June. The sale of this class of property is over for the present, but we shall be glad to use *Country Life in America* next season, say, perhaps, in September or October.

Very respectfully yours,

J. L. NASON & Co.

The property referred to is at Framingham Center, Mass., and sold for \$100,000.

The above refers to one property of many, sold and rented through the Real Estate Department of *Country Life in America*. Filston Farm, near Baltimore, now occupied by the famous Orad Institute, is another great estate sold through an advertisement in the same magazine, to its present owners.

Country places from the modest \$1,000 home to the great \$200,000 estate in every part of the country have been sold through this department.

There is a reason for this. The magazine goes to people who are interested in country real estate, and every issue is an argument in favor of country and suburban living.

A special low advertising rate is charged for real estate advertising. Send for special offer to Real Estate Agents.

CUT OFF THIS COUPON.

Real Estate Dept. COUNTRY LIFE,
Doubleday, Page & Co.,
133-137 East 16th St., N.Y.:

Send me particulars of your special offer to co-operate with real estate agents.

SELLING CALIFORNIA LOTS BY MAIL.

An extensive advertising campaign in magazines and metropolitan newspapers throughout the United States has just been started by Folsom Bros. & Co., San Diego, Cal., for the purpose of selling lots in their subdivision near that city. This is entirely a mail proposition. The subdivision in question is located at the Morena and Pacific Beach additions of the company, on the Pacific Ocean, twenty minutes' ride from the business center of San Diego. Lots therein are divided into three classes, for sale on the installment plan. Class A comprises lots selling at \$100, Class B at \$200, and Class C at \$300 each. An initial payment of \$10 is made, and payment completed in monthly installments. The company pays the railroad fare both ways from any part of the United States to San Diego, with a week's entertainment, for any person making a preliminary payment on twenty-five lots, the idea being to secure representatives who will form syndicates in their home communities for the purchase of a block of property.

Full page ads in series of three are to be used in the newspapers. Instead of a simultaneous campaign the company will take up one city at a time. The first city on the schedule is Minneapolis, where the *Journal* will be used. The first ad appears on Thursday, the second on Sunday, and the final one on Wednesday. Copy shows excellent half-tone diagrams, views of residences already built on the property, and lays stress on the free trip to California. This advertising is also semi-municipal in its nature, for the firm recognizes that much of the vitality of such a campaign depends on the magnificent advertising that has been done for California. San Diego's climate and prospects for the future are leading arguments. After the series has been printed in Minneapolis, the *Chicago Tribune* will be used, and after that the *Kansas City Star*, the ads appearing a week apart. A newspaper campaign covering twelve weeks

has been planned, extending east to Detroit, Cleveland and Philadelphia, and reaching its height in midwinter.

In the magazines the campaign has already opened, the first ad being a large display announcement in the *Saturday Evening Post* of September 10. A second appears September 24, and the advertising will later be run in a number of other magazines, including *Munsey's*, *Everybody's*, etc. The newspaper ads may be extended to New York and Boston later in the winter. The company depends on the magazines to cover these cities at the outset.

"We have operated for a number of years at San Diego," says Francis M. Elliott, manager of the foreign sales department of Folsom Bros. & Co., "but our campaign has heretofore been confined chiefly to the Southwest, extending only as far east as El Paso, Texas, and north to San Francisco. For more than a year we have been planning the present operations, which will cover the whole country. Results so far obtained from mail-order advertising in the *Sunset Magazine* and a number of similar publications have demonstrated that residence property in Southern California can be sold through the mails. Everybody knows our State and its delightfully equal climate, and everybody has made himself a half promise to visit it sometime. The opportunity of purchasing a good lot near the beach is attractive, not only as a provision for some future trip, but as an investment pure and simple. The location of San Diego is such that it must rapidly become a great seaport and commercial center.

"Your issue of **PRINTERS' INK** devoted to municipal advertising I consider one of the most valuable contributions to contemporary advertising literature. Many of the suggestions offered therein for advertising cities and States can be readily adapted by private corporations in real estate promotion. Our own advertising necessarily partakes more or less of municipal advertising. Probably

more money has been spent to advertise California in a general way than upon any other section of the United States. This State receives the benefit of the bulk of all advertising done by the trans-continental railroads. The promotion committees of the Pacific Coast, as well as Chambers of Commerce in every town of importance, have spent millions in exploiting the resources and attractions of our State during the past five or six years. Hundreds of thousands of persons have visited California during the same period, constituting the best possible advertisement we could have. The result of all this publicity has been to make the name of California familiar to the majority of the American people. To supplement this enormous prestige with a specific proposition is comparatively and easy matter, and we shall be sorely disappointed, as well as \$100,000 out of pocket, if we do not score an enormous success with the campaign we are undertaking.

"In the course of our operations, limited though they have heretofore been, so far as advertising is concerned, we have made many hundreds of sales to people all over the country, and even in Canada. These sales were made on the partial payment plan. To reduce to a minimum the percentage of defaults in these payments, it is necessary to keep in constant touch with our clients. Personal correspondence would involve immense labor and expense, of course, so to avoid this we have founded a little sixteen-page paper called *Folsom's Monthly*. It gives an interesting résumé of happenings on the Pacific Coast and developments in San Diego, particularly those affecting the section of the city in which our interests lie. *Folsom's Monthly* began with August. While we have had no adequate test of its value in the direction indicated, the results so far obtained have been highly satisfactory. The publication is sent direct to every client of the company during the time he is finishing his payments on property purchased. Our clients not only read

the paper, but pass it along to friends, introducing our proposition in a way that amounts to a personal indorsement."

An excellent system of follow-up literature has been prepared for use in this campaign. Inquirers receive first a personal letter, calling attention to printed matter inclosed. The latter comprises a folder called "Climate and Health," in which the temperature and humidity of Southern California are treated, average tables being given for the past twenty years. Cost of living is also shown by average prices of provisions, fuel, gas, electricity, lumber and rents, with a table of wages for skilled and unskilled workers, professional men, etc. Another folder answers all possible questions likely to arise concerning the property, such as location, soil, terms, size of lots, taxes, water rates, improvements, condition of the beach adjoining, etc. Still another folder gives forty reasons why San Diego is a "city of destiny" in point of future growth. A neat fac-simile of Senator Ingalls's sonnet, "Opportunity," on the note paper used in the United States Senate, completes the first lot of matter sent. The last named inclosure makes the point that "San Diego is your opportunity."

A few days later another letter is mailed, reiterating terms and calling attention to the company's offer of a free \$100 lot to anybody organizing a syndicate for the purchase of twenty-five. A larger booklet dealing with the commercial advantages of San Diego is sent, with a list of business references as to responsibility of the company, and a blank agreement to be used in making purchases. Payments on lots are not sent to Folsom Bros. & Co., but to their trustees, the Merchants' National Bank of San Diego, and it is clearly stipulated that this institution is to pay over moneys sent only after the company has fulfilled the provisions of its agreement. In all respects the advertising and literature are forceful, and have the ring of sincerity. It will be a campaign worth keeping track of.

STARKE-

JOINS DERRICK

It gives us great pleasure to announce that M. Lee Starke has acquired an important interest in our agency.

His personal charge of our American interests guarantees the maintenance of the high quality of Derrick Agency service.

Paul E. Derrick, founder of the agency, goes to London to personally direct its important affairs abroad.

We are, therefore, better prepared than ever before to render, both at home and abroad, that high quality of service for which our agency is famous—a service without connection, side deals or secret understandings with any publisher, advertiser or other “rake-off” scheme; a service based on intelligent, honest co-operation with the advertiser—a service founded on wide and thorough advertising experience.

THE PAUL E. DERRICK ADVERTISING AGENCY

NEW YORK:
Tribune Building.

LONDON:
34 Norfolk St., Strand.

Real Estate Dealers

know that the paper which carries the most real estate advertising is the paper which brings them the best results.

In every city there is one paper that is the premier medium for the sale of real estate.

The Minneapolis Journal, "The Great Daily of the Great Northwest," is the Minneapolis real estate dealer's first choice, and practically the only paper he uses.

All the great Canadian real estate firms use *The Journal* in Minneapolis exclusively.

Last year it carried eight times more real estate advertising than any other Minneapolis daily.

Why?

It sells the earth at a profit to the dealer.

For information regarding the circulation of *The Journal*—its character and extent—and proofs of its value as a real estate "clearing house," write

A. E. CHAMBERLAIN,
Mgr. Eastern Dept.,
Tribune Building,
New York.

M. LEE STARKE,
Mgr. General Advertising,
NEW YORK CITY.

W. Y. PERRY,
Mgr. Western Dept.,
Tribune Building,
Chicago.

THE BOSTON HERALD

NEW ENGLAND'S GREAT NEWSPAPER

THE BOSTON HERALD

Its want ad pages are the most systematically and variedly classified in the country. This is a matter of publicitous value to the advertiser as it is a matter of practical utility to the reader.

The steady increase of its want ad patronage (2 to 3 columns daily) is doubtless in part owing to this, but also to the brains and skill persistently devoted to every endeavor likely to "Make Good for the Advertiser."

Nowhere is this more true than in and for its Real Estate Classifications. Here effective ads secure not only the paper's most efficient service, but are addressed to readers of unequaled purchasing capacity.

THE BOSTON HERALD

BOSTON'S REPRESENTATIVE NEWSPAPER

THE BOSTON HERALD

THE STAR GALAXY.

No. 19 South Salford Street.
PHILADELPHIA, September 15, 1904.

Editor of PRINTERS' INK:

In going over your issue of the fourteenth inst. I notice something new in your Roll of Honor department, viz: that of a large star with the word GUARANTEED thereon. This star appears in the advertisements of only three papers in your entire Roll, the *Denver Post*, *Minneapolis Tribune* and *Philadelphia Bulletin*.

I am very much interested and I believe there are many more of your readers who would like to know just what that star means. The fact that in your big list of Honor papers only three carry that star is, in itself, interesting to those who are looking for substantial circulations.

Respectfully yours,
HARVEY O. DODGE.

In Philadelphia the *Bulletin* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Bulletin's* latest circulation statement as given in the 1904 issue of the American Newspaper Directory. The Philadelphia *Bulletin*, the *Denver Post* and the *Minneapolis Tribune* have incorporated the guarantee star in their Roll of Honor advertisements.

The following eight publications bear the same distinction:

Cal., Los Angeles.....	<i>Saturday Post</i>
Col., Denver.....	<i>Post</i>
Illinois, Peoria.....	<i>Star</i>
Minn., Minneapolis.....	<i>Tribune</i>
Mo., Kansas City.....	<i>Star</i>
N. Y., New York City.....	PRINTERS' INK
Pa., Pittsburgh.....	<i>Post</i>
Ont., Toronto.....	<i>Mail and Empire</i>

It may be of interest to repeat here that from 1888 to 1896, inclusive, a period of nine years, the accuracy of circulation ratings in the American Newspaper Directory was guaranteed by its publishers and a reward of \$100 was paid to the first person who proved that a circulation rating, in actual figures based upon a statement received from its publisher, was not true as given. This system of guarantee was discontinued in 1897, after between three and four thousand dollars had been paid out in forfeits, because nine years of experiment had made it plain that newspaper publishers were not only not disposed to countenance the Directory in its efforts, but were

positively opposed to them. Even those newspaper men who sent in figures that were guaranteed appeared as a general thing to feel as though freed from a nightmare after the guaranty was withdrawn. On the other hand, however, there has since appeared a class of publishers who have expressed a desire for the resumption of the guaranty system, and their willingness to assume a share of the burden it entails. After due consideration of the application of these, the editor of the Directory has renewed the guaranty, and attached a distinguishing mark and a guaranty clause in the case of every circulation rating based upon a satisfactory statement, provided the publisher of the paper has been willing to deposit one hundred dollars in actual cash, to be held indefinitely by the Directory publisher; the guaranty to be continued year after year, so long as it is desired, or until the correctness of the rating has been successfully assailed.

HORRIFIC.

Medical advertising in the mail-order papers could be improved. It is uniformly of the "horror" variety, and is sufficient in itself to turn a high-class advertiser against these mediums.

An advertisement of a cure for rheumatism in recent issues had for an illustration a picture of a deformed hand.

A cure for the drink habit was exploited by means of a huge snake being throttled by a woman—a particularly repulsive combination.

A heart disease specialist exhibited a draped skull and a man in the act of dropping dead.

It is probable, of course, that these advertisements brought results; it is also probable that more attractive advertisements would have brought greater results. There may be some people who like this sort of thing, but there are undoubtedly more who don't and who turn the page quickly in order to avoid such disagreeable pictures.—*Profitable Advertising.*

SELECTIONS from the classified ads of the Boston *Herald* have been arranged in a pocket directory of boarding and rooming places in the Hub and its suburbs. A railroad and trolley guide add to its usefulness.

FIFTY-FOUR views of Niagara Falls and adjacent places have been combined in a neat album by C. D. Arnold, Buffalo. The volume is an effective municipal advertisement.

Canada is the Granary of the British Empire.

NEW YORK, September 19, 1904.

Mr. Chas. J. Zingg,

Editor PRINTERS' INK,

10 Spruce Street, New York City:

DEAR SIR—Canada is a great and growing country, with a prosperous present and a promising future. Conclusive evidence of this crowded in upon me at every step of my recent trip through the Dominion.

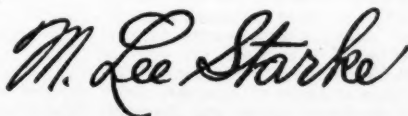
As the representative in the United States of the *Family Herald and Weekly Star*, Canada's greatest weekly family newspaper, I was naturally interested in the commercial conditions prevailing throughout Canada. One of the first things I noticed was the air of comfort that seemed to prevail everywhere. All classes seemed to be prosperous, and the development of Canada's vast natural resources is going on rapidly. The result is abundance of employment at good wages. No one need be idle in Canada to-day.

I was surprised to find such abundance and variety of American goods for sale in all the cities and towns I visited, and in many of the villages as well. I was able to procure almost any article I had been accustomed to use when at home in the United States. This made me curious, and upon consulting Canadian trade statistics, I found that last year the total imports into Canada amounted in value to \$324,813,719, of which \$128,790,237 came from the United States.

The result is that enterprising American manufacturers are fast establishing themselves in Canada, and are partaking of the general prosperity and development which is everywhere apparent. The Canadians are generous liverers. They cannot be called extravagant, but they know their needs and they supply them well. They can well afford to, for in proportion to numbers they are well off, the per capita wealth of the Dominion being much greater than that of the United States. Immigrants are pouring into the country, and the Great West is rapidly filling up. The Canadian market is, therefore, a growing one, and none offers to American manufacturers and exporters surer or larger returns.

My trip made me understand more clearly than ever the value to American exporters of the *Family Herald and Weekly Star* as an advertising medium. It has a circulation of 125,000, and it reaches about every postoffice in the Dominion. It is read by the very best classes of the rural and village population. Scattered from the Atlantic to the Pacific, it brings the American manufacturers and exporters into touch with a class of buyers whose trade once secured is sure to be large and permanent.

Very truly yours,



Manager United States Department.

W. M. OSTRANDER.

Probably every real estate man in the country is familiar with the publicity of W. M. Ostrander, the Philadelphian who makes a business of listing country and city property of every description, advertising in general mediums for both buyers and sellers. The leading feature of this advertising has been Mr. Ostrander's portrait, and its vigorous arguments have built up a business that now occupies a whole floor of the North American Building, in the Quaker City.

Mr. Ostrander was the pioneer in this field, and has developed methods that have never been successfully imitated. His proposition turns largely on a wise selection of mediums. Since he began some nine years ago with a five-line advertisement in the *Rural New Yorker*, costing \$1.50 and signifying his desire to correspond with anybody wanting to buy or sell a farm, his ads have been systematically keyed. Persistent, costly experiments with different classes of publications and copy, as well as variation of the size of announcements, have demonstrated what mediums are effective and what the reverse. Results are figured on a basis of cost per reply. As replies bring no direct return, but simply pave the way for further business relations, the cost per reply is determined by the nature of the property to be listed. Mr. Ostrander considers that one dollar is a fair average price per inquiry where the property concerned is of less than \$500 value, whereas he has paid as high as \$30 apiece for inquiries concerning high-grade country estates and fine farms. Despite the utmost care in keying, advertising spread over more than 200 papers and magazines must vary greatly in results. In some cases the inquiry that sold a \$5,000 farm has cost less than \$2, while in other instances the cost of selling a \$250 vacant lot has exceeded twenty-five per cent of the gross price. The general average of business, however, shows a handsome profit, and the various mediums so interlink with one

another in producing results that any effort to accurately determine advertising value of a given medium or class of mediums is somewhat speculative.

His advertisements in the leading general magazines, such as *Success*, *Munsey's*, *Saturday Evening Post*, *McClure's*, etc., have frequently exceeded a page in size, and have appeared so regularly that the magazines might be regarded as the backbone of the campaign. In addition to the magazines Mr. Ostrander uses farm papers and religious journals with good results. Sometimes the copy in the latter mediums is radically different from that used in general magazines, what interests city readers being ineffective with farm people. Some interesting experiments have been conducted from time to time with the well-known portrait. In cases where it has been omitted results have been known to fall off. This feature is now part of every large ad, having attained the value of a trade mark. With many readers it is doubtless an assurance, for whereas names easily slip out of the memory, a picture does not. Mr. Ostrander's not unpleasing countenance is a warranty that the reader, who may have become interested after reading his ads several years, is doing business with the originator of the system of selling property by mail. As a general rule, the high-priced magazines have not paid so well as those of popular price and circulation. Mr. Ostrander mentions as an exception to this rule the *Review of Reviews*. The women's magazines, such as the *Delineator* and *Ladies' Home Journal*, pay when small announcements are printed, but not for large display ads. Mail order papers also have value where the ad is confined to three or four inches. Sunday newspapers throughout the country are also profitably employed.

Mr. Ostrander's idea of copy is "The advertisement that carries a clear message." He has little love for fine writing or arguments that depend on word juggling for their effect.

Manuscript Copy
by Charles Austin Bates.

It seems that various persons of perverse mind, and with wicked intent to deceive the unwary, have asserted that Mr. Bates no longer writes copy for advertising, but that this most important work is delegated to subordinates, assistants and even pupils.

It is the object of this announcement to dispel this illusion and to assert without reservation that the writing of copy is the only work which Mr. Bates does in connection with this business—that he is now absolutely and entirely free from the details and the management of the business, and should, under these ideal conditions, produce more and better business literature than ever before.

For those who are sceptical and who think that the inimitable style is not sufficient to identify the copy as his own, Mr. Bates has agreed to furnish his copy in his own classic and fairly legible "hand-write."

The main characteristic of Mr. Bates's work is that it "sells goods"—a fact freely vouched for by many of America's leading advertisers.

BATES ADVERTISING CO.,
182 William St., - - - New York.

A copy of Mr. Bates's latest booklet, "The Green Cat," will be sent on request. It is a semi-humorous illustration of the power of advertising, and there is in it a piece of sophistry which as yet no one has discovered, so the author has a joke all to himself. Maybe you will see it.



MEN WANTED

In nearly every State I have a limited number of openings on my agency force for high-grade men.

The contracts I offer are on a guaranteed salary and commission basis and the right kind of a man can earn from \$3,000 to \$10,000 a year according to his location and experience.

The work is hard and requires skill, courage, judgment, a knowledge of human character, and—which includes them all—the qualities of expert salesmanship.

My representatives are given exclusive control of good territory, are required to devote their full time to it, and are expected to produce business.

I do not care to hear from men who have only odd moments at their command, from chronic failures, ordinary salesmen or clerks.

I do want to hear from real estate men, insurance men, advertising men, and business men in general, who have earned large sums in the past and who can do so in the future.

They must be active, intelligent, well educated, of good personal appearance, sound moral character and clean personal habits.

I do not want men to list property but men who can sell real estate and high-grade investment securities.

Men who cannot live up to all of these conditions I do not want at any price, but to a few who can I offer a permanent, growing position with every chance for rapid advancement.

Address with record of past and present work, photograph (if possible) and at least two first-class references.

W. M. OSTRANDER,

AGENCY DEPT.,

350 North American Bldg., Philadelphia.

NOTES.

"GLENDALE, the Home Valley" is a brief but effective looking folder from E. V. Williams, real estate, Los Angeles, Cal.

"THE Charm of Beauty" is a neat, effective booklet of rubber bath brushes for the consumer, sent out to dealers by the Boston Woven Hose & Rubber Co., Boston.

AN excellent souvenir mailing card, showing birdseye views of Portsmouth, Ohio, is given out as an advertising novelty by Nate T. Rickey, real estate dealer, that city.

A FOLDER from the Daily Herald-Leader, Menominee, Mich., describes that paper's field and its growth, and also the *Sugar Beet News*, a monthly devoted to this new industry, which is said to have 10,000 circulation among the sugar-beet farmers in Michigan.

"In the evening paper the reader has a whole night in which to forget your ad," argues the Knoxville *Morning Journal and Tribune*. "If she should try to refresh her memory in the morning the chances are ten to one that the evening paper has been lost or destroyed."

"THE Tendency Toward Incorporation" is a little pamphlet reviewing the legal and business advantages of incorporating, by George Albert Drown, L.L.B., of the Philadelphia bar. It is published as an advertisement by the Federal Incorporating Company, that city.

Advertisements.

Advertisements two lines or more without display 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

WANTS.

WANTED—Premium goods. Send descriptions, with best prices. I. P. CO., care P. I.

WANTED—Commercial Artist on highest grade work. Catalogues particularly. GRIFFITH-STILLINGS PRESS, Boston.

WANTED—Solicitor, all large towns, for a representative trade paper. Liberal com. AMERICAN HORSE OWNER, Chicago.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

NEW puzzles wanted. Will pay good prices. M. P. GOULD CO., 99 Nassau St., New York.

SITUATION by experienced advertising man; to take charge department; thoroughly experienced; highest reference. Address "C. C.," Printers' Ink.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

WANTED—Brown & Curver or Seybold Paper Cutter, 26 to 30 inches, perfect order. Must be cheap for spot cash. Address "CUTTER," 1126 Hamilton Street, Cleveland, O.

MR. NON-PRINTER ADVERTISING MAN—Ever feel the lack of technical printing knowledge? "Concerning Type" will put you wise. 50c. postpaid. A. S. CARNELL, 187 W. 103d St., N. Y.

WANTED—Printing Salesman exclusively on large contract work, catalogues, etc. Must have large experience and ability, good estimator; salary. GRIFFITH-STILLINGS PRESS, Boston.

AN experienced operator-machinist; position in middle Atlantic States; references. Linotype Co., N. Y., can handle two machines, speed, 4,000 to 5,000 per hour. Address "J. T.," Printers' Ink.

WANTED position by experienced advertising solicitor. Knows all advertisers in Milwaukee. Will be pleased to hear from firm wanting to be represented here. Address "J. D." care Printers' Ink.

NEWSPAPER advg. mgr. (\$30), practical ad writer, capable solicitor, executive, sure business getter, desires to manage advertising for live publication. Highest newspaper and business refs. "HIGH-GRADE," care P. I.

A GENTLEMAN controlling a large printing plant, modern equipment, handling a good grade of Commercial Work (half tones especially), would like to communicate with party who has the placing of large contracts. "C. B. A.," Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read *THE WESTERN MONTHLY*, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. *THE WESTERN MONTHLY*, 516 Grand Ave., Kansas City, Mo.

WANTED—Position as assistant to advertising manager in department store—retail, magazine or mail-order work. Graduate I. C. S. course in advertising. Some practical experience; age 27; American; single. Address F. H. FALMER, P. O. Box 925, Pittsfield, Mass.

Situation Wanted—Ad-man

Chief of Copy Department N. Y. Agency will not renew contract which expires Oct. 15, 1924. Wide experience planning and writing. Correspondence solicited. Address "YALE," Printers' Ink, New York City.

TO JOB PRINTERS. If you are not getting all the work your territory should produce, write us. We can supply the munitions of war to bring the results you want—if someone has not already contracted for them in your town.

Particulars free.

E. ST. ELMO LEWIS, Inc.
518 Walnut Street,
Philadelphia.

POSITIONS OPEN—We have hundreds of high-grade business and technical positions paying from \$1,000 to \$5,000 a year, but we haven't enough capable, experienced men to fill them. If you believe you are the right man for any of these places write to-day for booklets. We have offices in all large cities and offer the surest method of marketing your ability for every cent it is worth. HAPGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of *PRINTERS' INK*, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. *PRINTERS' INK* is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$20 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$2,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert,
22 Temple Court, New York.

ADDRESSES FOR SALE.

5,000 FRESH NAMES N. Y. farmers, \$1. CLARK & CO., Kenmore, N. Y.

GEORGIA FARMERS—3,000 select names; big cotton crop; money plentiful; \$1 postpaid. J. T. HEARN, Carrollton, Ga.

ADVERTISING SPECIALTIES.

LEATHER ad. novelties. Nothing better for making more business. Ours made better than others. Catalogue free. BURNETT PRINTING CO., Rochester, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

EXCELLENT Little New York Monthly
For man of ability with \$2,000.
Good One-man proposition;
Should be made worth \$20,000.
Good also for printer.
Come and see us.

EMERSON P. HARRIS,
253 Broadway, New York.

MISCELLANEOUS.

BEST'S EXTENSION INDEX is the best for bookkeepers and all others; provides for the overflow of names from the alphabetical divisions. Descriptive circular free. BEST INDEX CO., Augusta, Ga.

ENGRAVING.

WOULD YOU for the small amount we charge be without a bright, catchy Engraved Letter Head Cut? Send matter for pencil sketch and get a rock-bottom price. CAPITOL ENGRAVING CO., Dept. Ed. Sta. G, Washington, D. C.

NEWSPAPER BROKER.

FOR SALE—Daily and weekly in Illinois city 17,000, for \$30,000, pays 20 per cent; half interest in daily in Alabama city for \$10,000, clearing \$125 a week. Write me for paying propositions. R. J. KINGSTON, Newspaper Broker, Jackson, Mich.

HELP WANTED—MALE.

ADVERTISING men outside cities; "400" Magazine, 41 West 34th St., New York.

HALF-TONES.

NEWSPAPER HALF-TONES.
2x3, 75c.; 3x3, \$1; 4x3, \$1.60.
Delivered when cash accompanies the order.
Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PREMIUMS.

WRITE for information regarding our premium and advertising clocks.
BAIRD MFG. CO., 30 Michigan St., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOGUE now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$20,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 32d issue now ready; free. S. F. MYERS CO., 20 W. 45-52 St. Maiden Lane, N. Y.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 223 Broadway, New York.

INSTRUCTION BY MAIL.

YOUR DOG CAN READ PEOPLE at a glance. Can you?

WE CAN TEACH YOU to read people like open books—to know their characters, talents, strong and weak points.

TAKES ONLY TEN WEEKS and \$10. Easy study and easy payments. We deliver the goods or refund.

NO NONSENSE about our method. No palmistry, astrology or occult fakes. Based on physiology and accepted sciences.

IN USE TWENTY YEARS. Pupils all over world. Only two kicks so far. Mention P. L. and sample pages will come.

SCHOOL OF HUMAN NATURE,
Athens, Ga.

RUBBER STAMPS.

RUBBERSTAMPS.—SEND ME your address and firm name, with 25c. postage stamps, and I will send you a two line Rubber Stamp, with pad, and my illustrated catalogue of type styles, postpaid. **HORDER**, 149 1/2 Washington St., Chicago.

PRINTING.

PRINTING at reasonable prices. **MERIT PRESS**, Bethlehem, Pa.

Long Runs of small work (12x18 largest) solicited for automatic feed press. Way-down figures. **FINK & SON**, 5th, above Chestnut, Philadelphia.

LETTER Headings and Circulars printed by special machinery. If you order 5,000 or more, get our prices; on small orders others can do as well. **KING**, 166 William St., N. Y.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
11 Verona Street,

Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

POSTAL CARDS.

PRICES and samples of post cards. Write **STANDARD**, 61 Ann Street, N. Y.

LUXURIOUS SMOKING.

FRENCH'S MIXTURE is the highest grade Smoking Tobacco manufactured. A superb blend of finest and most carefully selected ripe and perfectly cured North Carolina leaf.

Fragrant, deliciously mild and never bites the tongue. There is no Smoking Tobacco manufactured that can compare with it. Can't be bought from dealers—sold direct from factory to smoker. *Large Sample Package* for 10 cents in silver or stamps. Booklet and prices upon request.
FRENCH TOBACCO CO.,
Statesville, N. C.

HOUSE-TO-HOUSE DISTRIBUTING.

I GUARANTEE any advertiser an honest, intelligent house-to-house distribution of advertising matter throughout all the leading towns and cities in the United States. Fourteen years' experience has enabled me to perfect the best system and to render a better service than can be secured direct or through any other agency. Write for full particulars.

WILL A. MOLTON,
National Advertising Distributor,
443 St. Clair St., Cleveland, O.

LABELS.

Cork Top and other fancy labels at bottom figures. **FINK & SON**, Printers, 5th St., above Chestnut, Philadelphia.

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. **SINGER BROS.**, 23 Bowery, N. Y.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

10,000 Bond Letter Heads, \$15; 5,000, \$7; 1,000, \$2. Printed in a first-class style. Send stamp for samples.
SMITH PRINTING CO.,
810-12 Broadway, Toledo, Ohio.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 223 Broadway, New York

ADVERTISING NOVELTIES.

RULERS WITH YOUR AD ON THEM \$4.50 to \$10 per thousand.
M. GILBERT, 263 N. Dover St., Philadelphia.

"MYSTIC WALLET"—the advertising novelty. Sample and prices, 30c. "Little Traveler" catalogue, 4c. THE SOLIDITY NOVELTY ADVERTISING WORKS, Knox, Ind.

ADVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor sign. Complete line of Celluloid Novelties and Buttons. Samples free. F. F. PULVERCO., Rochester, N. Y.

FINEST Black Seal Grain Match Case, with Emery Scratcher. A useful Advertising Novelty. Sample 10 cents. EDWIN W. HOWARD, Triangle Building, Rochester, N. Y., Manufacturer of Leather Specialties.

WRITE for sample and price new combination before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

ADVERTISING CLOCKS—Our window and wall clocks have permanent advertising value. Estimates given on single clocks or quantities. Write for circular and information. BAIRD MFG. CO., 30 Michigan St., Chicago.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. WICK HATHAWAY'S CRN, Box 10, Madison, O.

Color Barometers. The latest novelty. Can be mailed in 6x envelope, penny postage. \$35 per 1,000, including imprint. Send 4c. for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

AMERICAN MAILING CARD The only legitimate successor to the "Large Postal Card" manufactured and sold by us exclusively for the last six years. Send for FREE sample containing "Our Special Offer." Address PRINTERS' INK CARD PRESS, 45-47 Rose St., New York.

5,000 MEMORANDUM BOOKS at \$22.50. A 32-page, quadruple ruled, writing paper memorandum book, coated board cover, with your advertisement printed on front and back cover, at \$4.50 per 1,000. Cheaper than a good card and far more effective; 3,000 for \$15. Samples sent on receipt of 3c. stamp. C. FEIGENSPAN & CO., Advertising Novelties, 601 Commercial Tribune Building, Cincinnati, O.

Novelties Wanted.

I BUY FOR CASH, in large quantities, any ORIGINAL counter-acting novelty, mechanical or medicinal, adapted to foreign drug trade. No advertising necessary. Quick, clean business. Reference: Publisher "Printers' Ink." Show me your samples and quotations.

WM. A. RICHARDSON,
34 Central Street,
Boston, Mass.

PHOTO-ENGRAVING.

QUANTITY price on quantity engraving. Catalogue work in outline or half tone. STANDARD, 61 Ann St., New York.

INDEX CARDS.

INDEX CARDS, all kinds; send sample and get our prices before ordering. THE BLAIR PRINTING CO., Cincinnati, O.

WILL CHANGE.

Editor of Eastern Daily open to offers. High grade; willing; moderate salary. Write quick. "SCALES," Printers' Ink.

DESIGNING.

DESIGNS and Engravings for all printing purposes; lowest prices; sketches submitted. CHEMICAL PHOTO-ENGRAVING CO., 18 and 30 Oak Street, New York.

SIGNS.

Framed Big Steel Signs, 12x18 up to 60x26. The \$am Hoke sign shops, New York.

Cloth signs, 12x18 inches up to 3x18 ft. The \$am Hoke sign shops, New York.

Little Tin signs, 1x10 inches up to 30x33. The \$am Hoke sign shops, New York.

Paint-Printed Wood signs, up to 18x144. The \$am Hoke sign shops, New York.

Everlasting Paint-Printed Steel signs. The \$am Hoke sign shops, New York.

Big steel signs on stores everywhere. The \$am Hoke sign shops, New York.

Ad signs on roads, rail and trolleys. The \$am Hoke sign shops, New York.

100 4x10 ft. signs, displayed on Pa. R. R. \$75 per month. The \$am Hoke sign shops, New York.

630 West 53d Street (N. Y.), thro' to 51st. Light on 4 sides. The \$am Hoke sign shops, New York.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (C). 253 Broadway, New York.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufacturers. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO.,
Rittenhouse Bldg., Phila.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (C). 253 Broadway, New York.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE EVANGEL has subscribers in nearly every State and fourteen foreign countries; 20c. a gate line flat. Connell Bldg., Scranton, Pa.

TROY, Ohio, has 6,000 people; 4,000 more live on six rural routes. The RECORD reaches 70 per cent of them daily. Five inches, plates, e. o. d. one year, n. r. m., \$31.30 net.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 3,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

YOUR AD IN 98 large monthly Magazines and Newspapers with \$30,000 circulation. Only 12c. a line. Send cash, or write for list.
SOUTHERN ADVERTISING CO.,
 Pollocksville, N. C.

3 INCHES 1 month in 100 Illinois country weekly newspapers, \$50. Total circulation, 100,000 weekly. Catalogue on application. We have other lists in the Middle West. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.
THE WIDE-AWAKE ADVERTISERS RECOGNIZE

NIZE

The Joliet Daily News

AS ONE OF THE BEST MEDIUMS IN AMERICA.

All Home Local Circulation.

No Street Sales—Clean, Reliable.

Only Paper in Joliet with

Proven Circulation:
Average for Aug., 7, 13

RIBBOTIPES.



is the very best ribbon ever put on a typewriter. We will send one on trial, to be paid for only if satisfactory, for sixty cents, two for one dollar. **CLARK & ZUGALLA,** 100 Gold St., New York.

MAIL ORDER.

FARM NEWS FOR DAHLIES.
 Original, fresh, reliable farm news with pictures. Brings rural route circulation; helps mail-order advertising. Exclusive service to one paper in each city. Sample sheets. **THE ASSOCIATED FARM PRESS** (Incorporated), 118 Dearborn Street, Chicago; 15 Wall St., New York.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. **OUR DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO.,** 700 Oakland Bank Building, Chicago.

FOR SALE.

DEMOCRATIC NEWSPAPER.—For sale or lease, a Democratic newspaper and printing office complete, county seat town; Oklahoma; population 4,000; only Democratic paper in the county. Has official patronage. Small payment down will handle it. "BOX 21," Fort Cobb, Okla.

FOR SALE—The leading daily and weekly paper in city of 15,000. Four good R. R. shops, street R. R. paved streets; good business, plenty of ads, good job department; \$3,000 takes the plant. Would sell half interest to a good man who knows the business. More than I can attend to. Get upon the ground and see it and the town. Address "I. H.," 515 Easton Ave., St. Louis, Mo.

FOR SALE TO SETTLE ESTATE—CONSTITUTIONALIST (country weekly) newspaper and job offices. Established 1893. Successfully run by founder to day of his death, Dec. 29th last, and by heirs since. Actual cash receipts from Jan. 1, 1904, to July 1, 1905, \$2,154.32 and business steadily growing. Equipment away above average country office. Price \$3,000. G. ALLISON HOLLAND, Eminence, Ky.

AD WRITER.

STANDARD public matter, S. E. LOWENBACH, 1518 W. Fayette St., Baltimore, Maryland.

CEDAR CHESTS.

MONTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **PIEDMONT FURNITURE CO.,** Statesville, N. C.

MAPS.

MAPS—STATE MAPS—RAILROAD MAPS—MAPS OF ANY STATE, giving population towns, express offices, money order offices, etc. 25c. each, 5 for \$1. Money back if dissatisfied. **K. Y. HOLDER,** 140 1/2 Washington St., Chicago.

REAL ESTATE.

OMAHA—"Real Estate made me rich." Will sell two hundred building lots unimproved at sacrifice or exchange for improved property in New York. "B," P. O. Box 1836, New York City.

REAL ESTATE men and others, test our weekly (1,400 readers) with a three-line ad, 3 mos. (13 times), with paper to you each week, for 25c. (34 regular rate). **THE CRITIC,** Frankton, Ind.

REAL ESTATE DEALERS—Have you property on your list that is fitted for a sanitarium, or suitable as a location for a physician? If so, place your advertisements where they will be read by doctors. The Journal American Medical Association (101 Dearborn Ave., Chicago), carries more advertisements of this nature than any other medical publication. Our advertiser received 341 replies. Look up our Roll of Honor record. Send for sample copy, rates, etc.

"REAL ESTATE"
 The only journal published that is a direct benefit to real estate dealers and property owners. Each issue has a big list of buyers of farms, hotels and stores. Contains each month recent decisions relating to real estate, manufacturing concerns seeking new locations, new ideas for advertising, and is strictly up-to-date. Covers the entire country. Official organ of the National Association of Real Estate Dealers. One dollar (\$1) per year.

REAL ESTATE, Amsterdam, N. Y.

Real Estate Agents Write for special proposition bearing on plans which insure positive and quick sales of farm and ranch lands. No property too distant to handle. No postals answered. **C. H. LLOYD,** 116 Nassau St., N. Y.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. **R. S. & A. B. LACEY,** Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

POINTS FOR PRINTERS—"Full of happy ideas and good values." "Compact, complete manual for printers and advertisers." Fits vest pocket; 25c. postpaid. **W. L. BLOCHER,** Dayton, O.

\$1 **FOR FOUR**—We have made four of the most impressive books ever produced to advertise the Printing Business. They are the finest books we know how to make. They will interest every user of good printing. "Four Kinds of Men" is the latest, and one chapter is devoted to a description of yourself. The price of these books is \$1 each. Our offers to you, if accepted before October 1, 1904, is the Four Books for \$1 (express prepaid), provided you are a buyer of printing and will write on your own printed stationery. If you are not perfectly satisfied with the purchase after examination, and will return them within five days, charges paid; we will refund your money, and we refer to Printers' Ink as to our responsibility. We are Makers of Fine Books, and to those who become purchasers of our printing the \$1 will be deducted from the first order, however small. **GRIFFITH-STILLINGS PRESS,** Boston.

"THE CONFESSIONS OF AN OLD MAID."

The managing editor of the *National Magazine* says of this amusing and most unconventional narrative, "It fairly sparkles with wit and wisdom," and it surely has its share of droll conceits, which will cause it to be long remembered by all who may read it.

Now, an Old Maid is about the last person one would expect to indulge in a CONFESSION, yet the worthy lady to whom Miss Lawrence introduces us begins at the beginning and makes a clean breast of it until the very hour of the book's going to press. It is impossible to read "The Confessions of an Old Maid," and not feel that it is wholly a tale of truth. There is not a false note in it from first to last. The author does not hesitate to strip some of the situations which are common to humanity at large, as well as to old maids, of some of the mere sentiment with which they have been too long enshrouded. It is a perfectly clean story of the life of a natural womanly woman, one devoid of the qualities usually attributed to her class and condition. No more diverting volume has been published this year and no book of its kind has ever seen print before.

The prime reason for inserting this notice in **PRINTERS' INK** is to ask editors who wish something out of the ordinary to read, with keen pleasure and some profit, to write to the publishers and ask for a copy. To those who will do so a copy will be sent post free and without charge or condition.

No obligations of any kind will be incurred by any editor who will send for a copy of the book thus freely offered. If "The Confessions of an Old Maid" is found worth while, we shall appreciate any good words which may be said of it. If it does not please, silence or a slating will prove equally satisfactory. The volume is handsomely bound, as different from the average novel in exterior as in text.

To others who may wish a copy one will be mailed by the publisher on receipt of the retail price, which is One Dollar. Some booksellers have it. Any bookseller or newsdealer can get it.

THE PRESS OF "THE ROSE-JAR,"

24-26 East 51st Street, New York.

("The Rose-Jar" is a book-lover's potpourri, published four times yearly. Details if asked for).

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. Addressing done at low rates. WALLACE & CO., 39 Murray St., New York; 610 Pontiac Bldg., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
133 Liberty St., New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (C). 253 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

COIN CARDS.

3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Mallet Co., Ft. Madison, Ia.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER, 45 Kose St., New York.

PRICE CARDS.

NEATLY designed price cards, 50 cents per 100, \$3.50 per 1,000, assorted; printed on tinted stock. THE BLAIR PTC. CO., Cincinnati, O.

SEND for samples of the handsome price cards we sell at 30 cents the hundred, \$3.50 the thousand, assorted. Daintily printed on buff and primrose Translucent Bristol. Used in displaying goods they help sales wonderfully. THE BIDDLE PRICE CARD CO., 10th and Filbert Streets, Philadelphia.

SUPPLIES.

USE "B. B." paper on your mimeograph or duplicator. INK dries instantly; never smuts. Get samples and prices from FINK & SON, Printers, 5th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut links than any other ink house in the trade.

Special prices to cash buyers.

PASTE labels on boxes, bottles, cans, jars or any article that requires a label with Bernard's Cold Water Paste. Our free sample demonstrates its merits. CHARLES BERNARD, 1506 Tribune Building, Chicago, Ill.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine retemper and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MAN'FG CO., Clinton, Ia.

PAPER.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

HENRY FERRIS, his [H] mark
Advertising Writer and Adviser.
Drexel Building, Philadelphia.

BANKERS, Photographers, Retailers—Ask some one about our cuts and our writing for advertisements. Then write. ART LEAGUE.

AD-WRITER—Young man desires advertising position with some firm. Good reference. J. W. QUINUS, 220 N. Summit Street, Dayton, O.

RETAIL ADVERTISING is my specialty. Let me write you. I can increase your business. GEORGE I. SERVOS,
2835 Wyoming St., St. Louis, Mo.

ADVT. WRITING—nothing more.
Been at it 14 years.
JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

OUR ads attract, convince and sell—they produce business. Single ads, booklets, catalogues, etc., at reasonable prices. S. M. LARZERE & CO., 114 S. Second St., Philadelphia.

BOOKLETS designed, written and engravings furnished. Fine stationery for tasty people. Consultation free, if properly rated. Outline wanted in first letter. AMERICAN PUB. CO., Columbus, O.

ADVERTISERS Do it Well! It's the brains in an ad—the *knowing how*—that brings the business. Consult me. I'll undertake to give complete satisfaction. M. Z. GEARHART, Ad-writer and Designer, 100 North Centre Street, Philadelphia, Pa.

Booklets, 8pp., nice paper, written and printed, \$14.00 for 1,000, \$50.00 for 5,000.

LOUIS FINK, JR.,
Maker of Profitable Business Literature,
Fifth Street, near Chestnut,
Philadelphia.

THE WATKINS COMPANY,
17 Exchange Ave.,
Chicago.
We sell SERVICE THAT SERVES in planning, preparing and placing effective ads and advertising literature. Our Confidential Service Circular is sent free if applied for on business stationery.

Write for sample copy of THE QUESTION.
It deals with facts, not theories.

HERE IS A MONEY MAKER.
DO YOU WANT IT!
My cash book shows \$4,517 cash, receipts from an original advertising idea of mine, which has proven a big money getter. Any live man can work it. Unlimited field, strictly honorable and high grade. No interference with present business. I will send sample, full instructions and right to publish under my copyright for \$5. Descriptive circular free.
EMERSON DE FUY, Des Moines, Ia.

HAVE you now under consideration the issuing of any new bit of advertising matter, such, for instance, as a little CATALOGUE, "BOOKLET" or FOLDER, or perchance a new circular to replace some former one that you perfectly well know was not "up-to-date"? If I have happened to diagnose your case correctly, why not write me concerning whatever it happens to be, and if you have anything that you would like bettered, why not slip a copy of it into your letter to me?
No. 5. FRANCIS I. MAULE, 402 Sansom St., Phila.

Advertising Agencies.

Advertisements under this head, two lines or more at a time. Must be handed in one week in advance. Display type may be used if desired.

CALIFORNIA.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1886. Place advertising any where—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. PACIFIC COAST ADVERTISING. 50c. copy; \$1 year.

DISTRICT OF COLUMBIA.

25 FOR 3-line Want Ad in 15 leading dailies. Send for list and prices. L. P. DARRELL, ADVERTISING AGENCY, Star Bldg., Wash., D. C.

NEW JERSEY.

MAIL order advertising a specialty. **THE STANLEY DAY AGENCY**, Newmarket, N. J.

NEW YORK.

O'GORMAN AGENCY, 230 Broadway, N. Y. Medical journal advertising exclusively.

DOREMUS & CO., Advertising Agency, 44 Broad St., N. Y. Private wires, Boston, Phila., etc.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

NORTH AMERICAN ADVERTISING CORPORATION, Woodbridge Building, 100 William Street, corner of John, New York. A reliable, "recognized" general advertising agency, controlling first-class accounts. Customers pay a fixed service charge on the net prices actually paid by the Agency.

OHIO.

CLARENCE E. RUNEY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising, Printing, Designs, Writings.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY, (Established 1890), 925 Chestnut Street, Philadelphia.

F FOLEY & HORNBERGER, Advertising Agents, 1208 Commonwealth Bldg., Phila. "Less Black and White, and more Gray Matter."

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence-Bright, O. catchy "ad ideas," magazine, newspaper adv.

TENNESSEE.

R. A. DAVIS, Springfield, Tenn. Advertising writing, advising, planning, placing.

GREENWOOD ADVERTISING CO. (Incorporated)—Main Offices, Knoxville, Tennessee. Out-door advertising contracted for throughout the South. Bulletin Printing, Wall Painting, Cut Outs, etc. Distributing, Sign Tacking and Curtain Painting.

CANADA.

ITS surprising how much can be done in Canada with a few papers well chosen and used to best advantage. We solicit correspondence. **THE DESBARATS ADVERTISING AGENCY Ltd.**, Montreal.

'Bout "Himself" and "His Work"

The First Edition of "Excerpts from His Scrap Book" is exhausted; Second Edition now on the press. If your name arrives in time, accompanied by **Five Red Stamps**, copy will be mailed you by

FRANKLYN HOBBS,

Composer and Editor of Advertising Letters, at the "Letter Shop" in the Carlton Block, Chicago.

Real Estate Record
Montreal, Canada.

17th Year. Circulation 2,000.

PUBLISHED BY

The Cradock Simpson Co.

REAL ESTATE AGENTS.



**Your Newspaper
or Magazine Advertisements**

If you are contemplating a newspaper or magazine campaign for the coming year, we think we can interest you in the matter of appropriate and profitable copy and designs.

The buying of your space is a simple matter—the filling of it is something altogether different. Space is worth nothing unless it is filled right—superior copy may be made to increase the returns anywhere from 20 to 50 per cent over the results of ordinary copy.

We are preparing copy and designs for next year's work for several leading American general advertisers—those who know the value of the best copy and insist on having it.

This is an important matter—it won't cost you anything to find out more about our proposition before you make your contracts.

LET US HEAR FROM YOU.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

JULY 18, 1904.

"We have noted that the percentage of buying customers who answer our advertisement in **THE SUNDAY SCHOOL TIMES** is higher than from any other religious paper. It has cost us a good deal to find this out, but we thoroughly believe it."

Real Estate Advertisers

We will tell you some bottom facts to prove to you

The Sunday School Times

has special features to make its advertising service satisfactory and profitable to you.

We Shall Be Pleased To Hear From You. 37

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

\$2 FOUNTAIN PEN FREE

A PERFECT FOUNTAIN PEN.

The Holder is made of Pure Hard Rubber; the Pen is Solid, 14k. Gold and will stand the U. S. Government assay test; perfectly pointed with iridium, a rare metallic element, the best substance with which gold pens are pointed. It has an under feed, made after a new and improved method, which conducts the ink from the reservoir to the pen point with absolute uniformity and certainty. Hailed in a box with filler and instructions. This is the simplest, neatest and most easily managed fountain pen made; when cap is removed it is ready to write, and when writing is done the cap can be replaced and the pen is ready for the pocket. It is a good companion at all times, at the desk or on the road. Once used, never without. And, best of all, it is absolutely **FREE** with **THE INTERVIEW** from now until Jan., 1905, for only \$1, in advance. This is a most liberal proposition, and it is made with the understanding that if you are pleased with your **BARGAIN** you are to recommend it to your friends, and if you should be dissatisfied, return the pen to us within ten days and we will refund your money. If remittance is by check, add 10c. for collection.

THE INTERVIEW is an Independent Examiner of Insurance, Finance, etc. It is also a "Free Lance," and is "The Friend of Right and Justice; the Foe of Evil and Oppression." It is published monthly at \$1 a year, or 10c. per copy. And in order to increase its sphere of usefulness by placing it regularly in the hands of several Thousand New Readers, we make the foregoing unprecedented offer, and trust to the future for our profits. We also give other useful premiums. Address

INTERVIEW PUBLISHING CO.,

108 Fulton Street,

New York.

AGENTS FOR SEASHORE LOTS.

We'll Pay You Liberally

to influence the people in your vicinity to buy some of the fine seashore lots that we are offering at New Somers Point, N. J., one of the best resorts on the Atlantic Coast, right on bay and ocean, close to Atlantic City, and which we want to sell on easy terms and at prices within reach of everybody.

Railroad, Trolley and Steamboat service. Finest climate in the United States. Title insured.

People will readily buy this property from the man who can make them understand what a good investment it is. We're ready to make immediate arrangements with one man in your city or town who can state the facts simply and convincingly.

The facts will sell the property.

DOBBS & FRAZIER,

600-605 Bullitt Bldg., Phila., Pa.

BUILDING PLANS

Up-to-date residences, houses and flat buildings.

New ideas for those interested in building.

Each issue of the

National Builder

contains complete plans, drawn to a scale by a licensed architect, ready to build from.

A Monthly Publication

for the building public, with designs and articles by prominent writers on all building subjects.

Each plan is accompanied by an itemized bill of material with estimated cost.

\$2.00 PER YEAR.

Sample Copy Free.

PORTER, TAYLOR & CO.,

PUBLISHERS,

362 Dearborn St., Chicago, Ill.

Farm Property and Real Estate Dealers Get Results

From their advertisements in the

BREEDER'S GAZETTE, Chicago, Ill.

Note the following letters recently received by the publishers of the GAZETTE:

Mr. D. S. DALBEY, St. Francis Land Co., Jerseyville, Ill., writes under date of July 8, 1904: "Our advertisement in the BREEDER'S GAZETTE has brought us hundreds of inquiries, and we are making some sales as a result. I will send another advertisement in a few days."

Mr. ARTHUR A. PETERSON, formerly advertising manager of the Mobile & Ohio R. R., writes: "From the advertisement which was inserted in the GAZETTE regarding the sale of Mobile & Ohio lands in the South, more replies were received than from all other farm and stock publications combined."

Messrs. NEWTON & NEWTON, Bennetts, S. C., dealers in real estate, write: "We are much pleased with the number of inquiries received from our advertisement in the GAZETTE."

Mr. J. W. WHITE, General Industrial Agent of the Seaboard Air Line R. R., who has been Advertising farm lands for sale in the GAZETTE, says: "I want to avail myself of this opportunity to congratulate you on the pulling qualities of your periodical. Not only have the number of inquiries been entirely satisfactory, but they come from high-class people, the very sort of people we want in our territory because we are somewhat particular."

Mr. T. E. HUDSON, Norfolk, Va., who has been advertising farm properties for sale through the GAZETTE, writes: "Your paper brings more inquiries than any paper I have ever used."

GAZETTE advertising space has seldom proved to be an unprofitable investment. We can exhibit hundreds of testimonials from satisfied investors. Rate 35 cents a line on real estate and farm property announcements, with discount on large contracts. Send for rate card and a specimen copy of the GAZETTE to

THE SANDERS PUB. CO., 358 Dearborn St., Chicago.

Something for Nothing

Having made a very satisfactory deal with a large collapsible tube manufacturer, I am now in a position to sell my finest job inks at One Dollar per lb. (with the exception of Carmines, Bronze Reds and Fine Purples, which are Two Dollars a lb.), put up in any size tube you ask for without any extra charge for the tubes. This is the cleanest and best way to buy job inks, where you are compelled to carry a stock of colors.

Send for my price list and compare it with what my competitors charge for inks on credit. In this book will be found valuable suggestions for relieving troubles in the press-room. Address

PRINTERS INK JONSON,

17 Spruce St., - - - - - New York.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It is difficult, if not impossible, to lay down any hard and fast rules for advertising real estate, so much depends upon the character and location of the property and the class of people appealed to. If, for instance, you are marketing a tract of building lots in which you have no interest further than disposing of them as quickly as possible, what are known as "band wagon" methods are, perhaps, the most profitable. In such cases, as a rule, the money that would, otherwise be invested in permanent improvements of positive benefit to the individual buyer and home builder, and of ultimate if indirect profit to the promoter, is spent in a few big, splurging, sensational newspaper ads, a "band band" for the opening day, free life insurance, prizes to the three or four who first build houses, and a general campaign of noise and bustle. This is the sort of thing that frequently "takes" with the masses and the unthinking who are willing to buy anything at any price on "easy terms," say ten dollars down and two a week for two or three years. But such campaigns must be conducted with sufficient "go" and snap to dispose of the entire tract, or nearly all of it, at once, in order to be profitable. For when the strains of "home sweet home" have died away, the band has gone, and with it a great deal of the buyer's enthusiasm, there is likely to be a reaction. He has time to look over and consider what he has bought, and, as the days go by with little if any building beside that of the few who go in for the prizes, the installments will come like pulling double teeth, or be discontinued entirely and leave the plot owner with a lot of lots on his hands that are not saleable at prices that will give him the profits he anticipated. I do not say that such methods are not legitimate, or that they are not often employed

with profit. In fact, they are often the only ones that can succeed in marketing "additions" and "tracts" that have nothing to recommend them except "easy terms" and their proximity to the far end of some projected trolley line. I believe that the greatest profits come from the selection of a plot which, in addition to natural advantages in the lay of the land, its nearness to the city, etc., has a real future—something on which the owner as well as the lot buyer may base an expectation of substantial enhancement in value. There is no objection to selling such lots on installments, but there should be no frantic effort on the part of the promoter to wash his hands of them and hie him away to greener fields and pastures new. His best interests lie in staying right on the ground, in being particular to whom he sells, in placing certain reasonable and mutually beneficial restrictions upon the buyer, and in hanging on to a good part of the plot until the improvements made by individual buyers shall have increased the value of his holdings. The money that might be spent in splurge advertising, brass bands, fireworks, firewater and other ephemeral things should be put into curbs and gutters, shade trees, and other improvements that are visible to the naked eye and give an air of permanency to the proposition. And the fact that the owner, the man who has the most money invested, is staying right with the property and working for its betterment by securing public improvements, etc., will inspire the confidence of the possible customer. There should be good newspaper advertising, of course—something new each day if possible. There should be an occasional circular, mailed to a list of desirable people; and, after a time, a good booklet containing sensible arguments and half-tone illustrations of

some of the houses that have been built. If it is a part of the scheme, as it very profitably may be, to build and sell complete homes, the booklet should also contain pictures and plans of attractive houses with an approximate estimate of cost and an idea as to terms. The newspapers should be asked to note that "Mr. Mailbag, our assistant postmaster, is building a handsome house on Easy street in the Riverview Addition, and that Mr. Greengrocer, who has recently purchased a lot on Shadyside avenue, in the same rapidly-growing locality, is now having plans drawn for a comfortable and commodious residence." Then when Mr. Greengrocer builds, there should be another news item to that effect. But this should not be made to take the place of the regular daily ad; it can't. The car card might be employed to reinforce the newspapers, but always remember, whatever your methods, that the buyer who will pay the best final profit is the one who is induced to buy by the property itself, and be very careful not to lure him with beautiful word pictures of what might be, to an unattractive and unpromising reality. A real estate dealer who is successfully marketing a plot of lots just across the river from a city of forty thousand people in central New York, and who sells both house and lot about as fast as he can build, tells me that he has made many sales by offering to credit twenty-five dollars to the account of any of his customers for putting him in touch with anybody with whom they have had no business talk, if the introduction results in a sale. Of course, there are many other branches of real estate advertising, so many that they cannot be treated individually within the limits of this department; and perhaps what has already been said may strike you more as a discussion of general policies than of advertising, as such, until you stop to consider that the business policy is the very foundation of the advertising, and that advertising that is better than the methods on which it is built cannot be of permanent benefit.

Other phases of the subject will be taken up in the department from time to time, and some of them are represented in this installment by ads which have appeared in the daily papers and which **PRINTERS' INK** considers models well worthy of adoption, with an occasional amendment to make them fit your own local conditions. If you have published any real estate advertisements which you think are exceptional in any way, or on which you would like a criticism, the editor of the Ready Made Ad department would be glad to receive copies of them but cannot promise to return them, even if return postage is inclosed.

Good Talk.

"More great fortunes are made in real estate than in Wall Street."—William Waldorf Astor.

(Quotation from N. Y. *American*, Sept. 9, 1904.)

"Real estate is the Best property to own." Do you own any? Are you laying the foundation for a fortune? The richest men of the age made their millions in real estate by purchasing property right on the line of great improvements. The best real estate investment now offered is our property at Freeport, where the Pa. Railroad is spending \$20,000,000 on its gigantic tunnel and railroad improvements. Their completion will enable you to secure enormous profits if you Buy Now. We have the best property, best location.

Lots \$49 and up. \$5 down, \$2 each month.

Near the depot and right on the trolley line to Brooklyn and New York.

Every improvement; every convenience; electric light; city water; best schools, all churches, stores, clubs, etc. Title insured by the Lawyers' Title Insurance Co. (capital \$8,000,000.)

Write to-day or call at our great sales days—Wednesday, Saturday & Sunday.

Write to-day or call at our office for Descriptive Circular, Maps and Free Tickets.

LONG ISLAND REALTY COMPANY,

258 Broadway, New York.
Cor. Warren St.

A Strong Appeal to Men With Small Incomes and Large Aspirations.

Confining One's Attention to a Single Section Might be a Very Profitable Idea.

Let Your Pennies Work for You

Nothing makes money as fast and easily as money, excepting real estate. An equity in a well-located piece of realty in Buffalo is a more valuable asset than a United States bond. It is the best security in the world. It cannot run away, be stolen or destroyed. It is the best, safest, surest money-maker in the universe. It is the basis of all value, the foundation of all wealth. It will earn fifty per cent for you.

Heretofore real estate investments were limited to men and women of considerable means. On account of the amount of capital required the person with only a few dollars was shut out hopelessly. But by a plan now in operation anyone can share the profits and enjoy the security of real estate investment:

\$5 down and \$1 a week buys a handsome home site.

This land is located in the beautiful section of Kensington. It is only thirty minutes from the heart of the city, the East Utica and Kensington trolleys pass the property. Sidewalks, graded streets, schools, all improvements. Prices of lots, \$1.50 to \$360. Come and see the property. An Agent is on the ground all day, until 8 o'clock in the evening. Don't delay. Car Fare Free. Maps, plans and information at the office of

F. B. ROBINS,
51-53 Erie County Bank Building,
Buffalo, N. Y.

For a Safe Deposit Vault.

You Can't Watch Your Valuables

—constantly, but We Can— it's part of our business. The Safe Deposit Boxes in our banking vaults afford perfect protection for valuable papers, jewels, etc. Rented \$5 year.

UNION TRUST & STORAGE CO.,

Main Office,
1414 F St. N. W.,
Washington, D. C.

If You Own Property in Georgetown or the "First Ward,"

It'll Pay You to Have Us Manage It.

We rent houses. We collect rents. We sell property. We'll make your property pay the limit of profit. Glad to have you consult us about West End Real Estate.

THE MILLER-SHOEMAKER REAL ESTATE CO. (Inc.)

Main Office, 1323 3rd St.
'Phone West 40. 1st Ward Branch, Pa. ave. & Rock Creek. 'Phone W. 544.
Washington, D. C.

Very Convincing.

Let Us Put Tenants in Your Houses and Collect Your Rents.

The very condition of our list of vacant houses at present argues in the strongest possible terms for your placing your property in our hands. We need more houses right now to meet an actual demand. If any of your property is lagging unprofitably on your hands, place it with us and we'll find the tenant who wants it.

The department of renting and managing property here is organized in a manner that results in the best possible service to owner and tenant alike. It is conducted by men whose sole business it is to look out for the houses under their charge—to keep them rented—to bring them to the very limit of profitability to their owners. Their record of successes in the management of Real Estate is a conclusive argument with every owner who seeks the very best possible service.

To reiterate—we need more houses to meet a demand we have created. Let us have yours. We can obtain tenants at once.

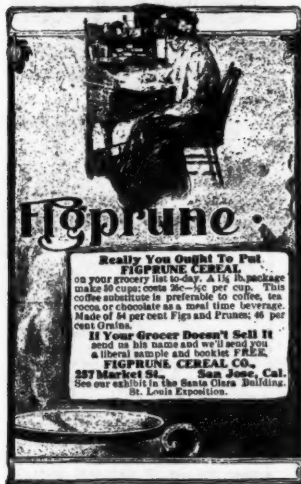
MOORE & HILL, (Inc.),
717 14th St. N. W.,
Washington, D. C.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

In an advertisement, as on the stage, the position of prominence is down by the footlights. If the ladies and gentlemen who appear in the advertising sections of the magazines could speak, they would probably protest vigorously against being put away back at the rear of the stage, so to speak, where their attractiveness is overshadowed or invisible.

The girl in the Figprune adver-



No. 1

tisement reproduced here is doubtless very charming, but she is placed so far back that there is no means of telling whether she is or not. There was no necessity for showing the entire desk upon which the lady is writing, with all its contents, nor is the value of the picture as an advertisement enhanced because the chair upon which the lady sits is shown—perhaps as an evidence of the fact that she is not sitting on thin air.

This advertisement is curiously twisted, anyway. The most important thing in the picture—or

in any picture—is the girl, and she is put back in the dim distance. The least important thing in this picture is the cup, and that is brought down to the foreground and exaggerated unduly.

In the illustration marked No. 2 the objection noted above has been eliminated, and the result is a picture more attractive and useful for advertising purposes, and one



No. 2

which will print and look well almost anywhere.

* * *

The magazine advertising of Ed. V. Price & Company, of Chicago, which has lately made its appearance, is attracting considerable attention, for the reason that it is so widely different from the clothing advertising which is a familiar feature of our magazines.

These advertisements are illustrated by the picture of an owl, and are marked by extreme simplicity.

The ad reproduced here is a

good example of those which have so far appeared. There is nothing remarkable or particularly beautiful about the illustrations used, but they possess a certain amount of individuality and distinctiveness, and the advertisements are unusual enough to attract attention. So far the series has been distinctly good, and perhaps will do the advertiser as much good as if he followed the style set by his competitors.

We have had so many extremely beautiful young men in clothing advertising lately that perhaps it is being a trifle overdone. It is true that the illustrations referred to

ern civilization have nothing to do with the case. "Every humane heart" will not rejoice when the Ericsson Pump gets into the Philippine Islands—as a matter of fact, mighty few humane hearts will



We run large, modern, well equipped shops, employing several hundred skilled cutters and tailors.

We make to measure, for men we never see, one hundred thousand suits and overcoats per annum.

Our extraordinary facilities and volume of business enables us to practice great economy.

For \$20 to \$35, which is no more than you pay for a ready-made suit or overcoat, we will make your clothes to measure, just as you want them, and they will be better clothes than local tailors with their limited facilities will sell you for 100% more money.

Better investigate—write us for the name of the merchant in your town who will show our woolsens and take your measure.

Ed. V. Price & Company, Merchant Tailors, Chicago.

are works of art, and that the young men are irreproachable, but there is always a possibility of getting too much of even the best of things.

* * *

This advertisement of the Rider-Ericsson Hot Air Pump is good in a way, but it might be better.

The Filipino water-carrier has nothing in particular to do with the hot air pump, but the connection is close enough to pass muster.

The trouble with this advertisement is an attempt to weave a garland of sentiment about the pump advertised, and it doesn't work. The sad conditions of mod-



A FILIPINO WATER-CARRIER.

Child labor in the Philippine Islands is one of the sad conditions with which our modern civilization was confronted when the United States assumed power. Much has been done to relieve it, and more yet remains to be done. Every humane heart must rejoice at the introduction of the

Hot-Air Pump

into these islands. For what is harder labor than carrying water by hand? A little machine, therefore, which is practically automatic, constant in action, and which operates at a nominal cost, brings relief and opportunity, where before were only drudgery and endless toil. Here are illustrated the two extremes—the hardest and the easiest way of supplying water: take your choice.

The Hot-Air Pump does away entirely with lugging water by hand: whether for the bath, the kitchen, the lawn, the garden, or the livestock. Its abundant supply is ever present, a cooling joy and comfort during the hot weather. Descriptive Catalogue sent free on application.



Rider-Ericsson Engine Co.

35 Warren St., New York.
20 Dearborn St., Chicago.
40 N. 7th St., Philadelphia.
Truitt-Bary St., New Orleans.
725 Franklin St., Boston.
Cape May, N. J., Newmarket, N. H.,
20 Pitt St., Sydney, N. S. W.

ever know anything about it, or care anything about it.

These far-fetched attempts to be "gushing" about an ordinary article of commerce are always in bad taste, and, instead of doing any

good, they take the reader's mind away from the article advertised, and leave him in doubt as to whether he has been reading history or an article on the evils of imperialism. Such things don't mix, and it is better not to try to make them mix.

The President Suspender advertising is always interesting. The magazine ad reproduced here is a good example of a series which has recently been running. This ad shows up the suspender in good shape, and the way the suspenders are shown is an object lesson in the way they work when in use. This is a great thing in an advertisement—not only to show the

Free Play

PRESIDENT SUSPENDERS

are ideal comfort suspenders—they give perfect freedom to the "waist" action of the body. For more reason wear only the lightweight **PRESIDENT** Suspenders in principle and quality. Absolute satisfaction is never less than the manufacturer's.

No teacher in school and the child. School suspenders cannot risk your life as at home or by mail.

The C. A. Suspenders Co., Inc., New York, N. Y.

goods in an attractive way, but to make the picture tell the story of their quality or their superiority.

Of course, you can't do these things in every case. Not many articles are adapted to illustration in this way.

The series of advertisements which the Curtis Publishing Company has been running in various magazines is an extremely good one. An advertisement typical of this series is reproduced here.

These ads have been particularly good, because they have been so tempting to the small boy. As an excellent means of increasing the circulation of the *Saturday Evening Post*, these advertisements have urged the youth of the land to get busy and sell that publi-

cation to neighbors and friends. The ads have been so written and illustrated that the youngster just

When a BOY needs Money

ANY BOY can earn money in spare time, selling

THE SATURDAY EVENING POST

No money required to begin. We pay all expenses. To any boy who will try the plan we will send 10 copies of the magazine, to be sold at 5 cents each. After that all that is required at wholesale prices. You can start this week. Write to-day for the magazines, and get to work. We also send free a booklet, "Boys Who Make Money," written by some of our most successful boys. It tells you how to get the best results.

\$250 IN CASH as Extra Prizes for those who do good work next month.

The Curtis Publishing Company
6351 Arch Street
Philadelphia

itches to get out and hustle for the *Post*.

A PRACTICAL piece of literature for distribution at the World's Fair is the folder of the Yale & Towne Mfg. Co., New York, describing its exhibit of hoisting blocks. A map of the grounds is a feature much appreciated by visitors to St. Louis.

The Progressive Real Estate Dealer

is interested in advertising in its various forms. PRINTERS' INK will bring to his attention every week what's going on in the advertising world. It will tell him how others advertise; it will tell him about ways, mediums and schemes. The brightest business men in this country are subscribers to PRINTERS' INK, and what's good for them in the paper is good also for the bright real estate dealers--and many of them are already subscribers.

The regular subscription price to PRINTERS' INK is Five Dollars a year; if you subscribe between now and December 31, 1904, you may have the paper for TWO DOLLARS a year; if you send a check for Ten Dollars the paper will come for five years. This offer is only good for the time stated, and no longer. 4

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